BROADCASTING
TELECASTING

UNITED PRESS U.P. RADIO NEWS

More people listen to news programs than to any other kind • They listen to them oftener • They listen to them more attentively • More stations take United Press news than any other • U. P. programs have more sponsors

FALL AFTER FALL

. . . WINTER AFTER WINTER

HIGH RATINGS and LOW RATES make Independent WNEB

YOUR BEST BUY IN WORCESTER.!!

. . . ONE OF THE RICHEST MARKETS IN THE UNITED STATES!

When You Plan Your Fall and Winter Selling, Remember This . . .

IN COMPETITION WITH FOUR NETWORK STATIONS, FROM 8 A. M. TO 6 P. M., INDEPENDENT WNEB HAS MORE LISTENERS THAN THREE OF THESE STATIONS COMBINED!*

These Are Top Ratings You Can Get Your Hands On, In Time Periods That Are *Available* To You.

THIS YEAR BUY WNEB, THE WORCESTER STATION THAT SELLS!

*Hooper Reports Oct. 1949-Feb. 1950
Oct. 1950-Feb. 1951

WNEB

MASSACHUSETTS WORCESTER

NEW ENGLAND'S LEADING INDEPENDENT IN NEW ENGLAND'S THIRD LARGEST MARKET

Represented by: The Bolling Company, Inc. and Kettell-Carter, Inc.

5 MEN WHO HAVE A WAY WITH WOMEN (AND WITH THEIR HUSBANDS, TOO!)

NEW YORK WJZ

Dean Cameron

4-4:30 pm, Monday-Friday

Household facts . . . household philosophy . . . household sales! Dean Cameron has a relaxing, soothing half hour on WJZ. Women *like* what he says, *believe* what he says, *buy* what he says. *Important:* there are special merchandising services available to the participating sponsor at no extra cost.

DETROIT WXYZ

Johnny Slagle Show

4:30-5:45 pm, Monday-Friday

"Laughing Boy"—jovial Johnny Slagle has a way with weary wives and workers in the nation's motor capital! They love his slow, easy, sincere manner, his wonderful laugh, his taste in records. In addition to music, the latest news headlines are presented in two five-minute newscasts each day.

CHICAGO WENR

Austin Kiplinger News

10-10:15 pm, Monday-Friday

Straight stuff from a straight guy! Chicagoans like Austin H. Kiplinger's impartial, accurate, unbiased coverage of world, national and local news. His clear, concise, unsensational commentary on the headlines inspires *confidence* and *loyalty* in his many listeners.

LOS ANGELES KECA

Clifton's Variety Fare

2:30-3 pm, Monday-Friday

"Most effective radio show we've ever used," says a delighted shoe sponsor—and no wonder! There are stunts, games, contests, prizes, celebrities—and ingeniously integrated commercials—all in a famous, fabulous setting, one of the most publicized restaurants in the world. (What a spot for a food sponsor!) Handsome Bob Moon is m.c.

SAN FRANCISCO KGO

John Harvey's ABC Home Digest

6:30-7 am, Monday-Saturday

for the whole family . . . and

John Harvey's ABC Home Institute

3-3:30 pm, Monday-Friday
10:30-11 am, Saturday

"Very fine results," writes a participating food sponsor! The Harvey method of friendly, folksy, personal selling has to be heard to be appreciated. And results show that, with the thousands of listeners who hear it on San Francisco's big 50,000-watt station, it IS appreciated!

For details about participating spots on any of these programs, contact

ABC OWNED RADIO STATIONS

American Broadcasting Company

7 West 66th Street, New York
TRafalgar 3-7000

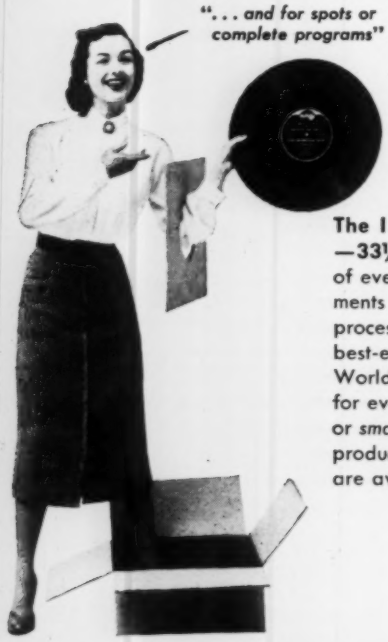
"How many ad exec's realize that . . .

". . . with 2 discs especially designed for promotions . . . for premiums"

The 10-inch PROMOTER—78 rpm for longer messages up to 3 minutes and 15 seconds per side. Like the SPINNER, it's mailable plastic with true-to-life perfection—a product of the finest RCA Victor sound-reproduction techniques. No surer way to get attention and *individual product identification.*

The 6½-inch SPINNER—78 rpm a powerful little salesman, one minute and 40 seconds per side, that puts the impact of sound into your sales message. As personal as a visit, as mailable as a letter . . . gets your message to distributors, retailers or consumers—and *gets it across!* Smart merchandisers are also using SPINNERS to create lively, entertaining premiums with a clever sales twist.

". . . and for spots or complete programs"



The 12- or 16-inch TRANSCRIPTION —33⅓ rpm to carry program material of every description—from spot announcements to full-length shows. Recorded, processed and pressed in the country's best-equipped studios and plants. World-famous RCA Victor engineering for every transcription order, *large* or *small.* Complete, transcribed radio production and script-writing facilities are available.

"Your best bet: contact an RCA Custom Record Sales office today!"

Dept. 8-B:

630 Fifth Avenue
New York 20, New York
JUdson 2-5011

445 North Lake Shore Drive
Chicago 11, Illinois
WHitehall 4-3215

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

SEND FOR FREE BOOKLET!
It's called "I NEVER KNEW"—and tells the whole story of Custom Record Sales . . . describes the amazing variety of services this division of RCA Victor is prepared to offer you. You'll want to keep a copy at your desk. You'll find it a valuable tool.

Custom Record Sales

Radio Corporation of America **RCA Victor Division**

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BROADCASTING
TELECASTING

1951 Marketbook

Executive, Editorial, Advertising and Circulation Offices
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL:

ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Jo Hailey, *Makeup Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: John H. Kearney, Wilson D. McCarthy, John Osbon, Allen Riley, Keith Trantow. EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Pat Kowalczyk, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS:

MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Orme, Jeanine Eckstein; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth W. Davis, Jonah Gitlitz, Grace Schorm.

NEW YORK BUREAU

488 Madison Ave., Zone 22, *PLaza 5-8355:* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Gretchen Groff, Liz Thackston.

Bruce Robertson, *Senior Associate Editor*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO:

417 Harbour Commission, *ELgin 0775;* James Montagnes.

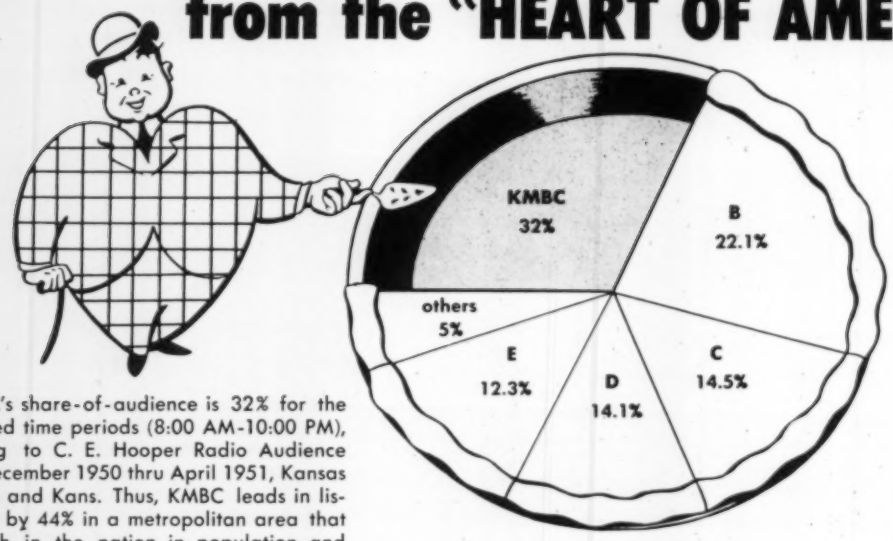
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcasting Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

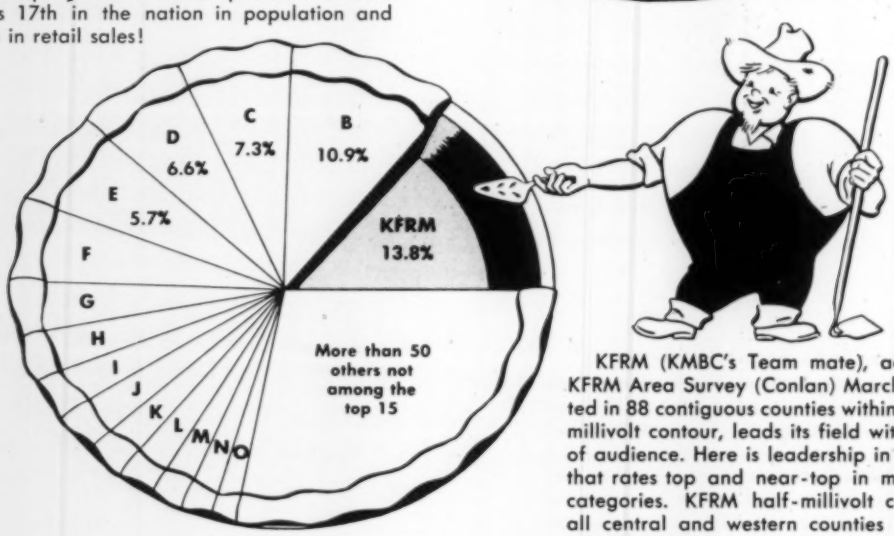
Copyright 1951 by Broadcasting Publications, Inc.

A Wholehearted "Helping"

from the "HEART OF AMERICA"



KMBC's share-of-audience is 32% for the total rated time periods (8:00 AM-10:00 PM), according to C. E. Hooper Radio Audience Index, December 1950 thru April 1951, Kansas City, Mo. and Kans. Thus, KMBC leads in listenership by 44% in a metropolitan area that rates 17th in the nation in population and 15th in retail sales!



KFRM (KMBC's Team mate), according to the KFRM Area Survey (Conlan) March 1951, conducted in 88 contiguous counties within the KFRM half-millivolt contour, leads its field with a 13.8% share of audience. Here is leadership in a huge territory that rates top and near-top in most agricultural categories. KFRM half-millivolt contour includes all central and western counties in Kansas, and adjoining counties in Nebraska, Colorado, Texas and Oklahoma.

Simple arithmetic reveals The KMBC-KFRM Team as the dominant selling force in the Heart of America. A long list of successful advertisers will tell you to "call KMBC-KFRM or your nearest Free & Peters office," and that to

SELL THE WHOLE "HEART OF AMERICA," WHOLEHEARTEDLY, *use*

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

BROADCASTING
TELECASTING

Vol. 41, No. 8, Marketbook Section WASHINGTON, D. C., AUGUST 20, 1951 THIS ISSUE: $1.00

USING THE MARKETBOOK

QUICK ESTIMATES of radio or television campaign time costs can be made with a greater degree of accuracy by use of the new and revised figures available in the 1951 MARKETBOOK.

The Spot Rate Finder, devised by BROADCASTING • TELECASTING editors in 1949, has come to be recognized by advertisers and their agencies as the quickest means of estimating time costs for any designated area. First used in the 1949 MARKETBOOK and revised for the 1950 issue the current volume includes the latest available rates for every AM, FM and TV station in the nation. Basic information on each station and market is outlined.

For speedy calculation all rates given are one-time. Price on any number of spots or programs can be quickly and accurately figured by the time buyer through use of the frequency discount table presented on page 6.

In addition to the rates for every station, power, frequency, network, national representative, and audience surveys available are listed alphabetically by states. The time-buyer has available at a glance the cities which have broadcasting facilities, the county in which each is located with the total county population, number of homes, percentage of radio and number of radio homes.

State Indicators

Also in each state section is a county-by-county listing of basic information to help the buyer in estimating value of advertising in the area. Listed in tabular form for each county are: 1950 population, 1940 population, 1950 homes, 1950 radio homes, percentage of radio sets, 1940 radio homes, 1950 retail sales, total 1950 farm income, employment and taxable payrolls. All of this information is the latest and most accurate available.

Each state section includes a map, revised to July 1st, showing the exact location of every AM, FM and TV station. These maps are in addition to the large BROADCASTING • TELECASTING wall map which goes to each subscriber along with the MARKETBOOK.

Market indicators for each state as a whole are included with each listing. Most up-to-date total figures are given for population, homes, radio homes, retail sales, retail employes, wholesale employes, manufacturing employes, manufacturing payrolls, income, income distribution, per capita income, percent of national per capita income, new construction, automobile registration and telephones.

A special section of the 1951 MARKETBOOK covers foreign language broadcasts. In this section stations which carry this type of programming are listed by states and cities. Facts given include the languages used, the number of minutes broadcast each week and the population within the coverage area speaking the language.

All regional networks are listed with the member stations, names and addresses of principal executives and combination rates where the networks are sold in combination.

Sources of Data

Statistics used in the 1951 MARKETBOOK are the latest available in each instance. They have been checked carefully for accuracy. In cases where the station has failed to supply complete information it has been obtained from other sources considered reliable. While BROADCASTING • TELECASTING cannot assume responsibility for the accuracy of such data every effort has been made to insure their reliability.

The maps were prepared by Walter P. Burn, of Middlebury, Vt., for this issue of the MARKETBOOK.

THE 1951 MARKETBOOK

FOR BUYERS of broadcast advertising with a budget of $100 and those with $1 million to spend . . .

For buyers who want to know the price of a one-minute station break on a 50kw station in New York or a participation in a homemaker program in Boise, how big the total payroll is in Pottsville, how many people own automobiles in Iowa, how many homes have radios in Chattahoochee County, Ga. . . .

For all who are employed in the business of broadcasting we present . . .

THE 1951 MARKETBOOK, an improved revision of the standard source-work in broadcast advertising.

Included again this year is an up-to-date SPOT RATE FINDER providing an easy-to-read, easy-to-compute listing of rates for every AM, FM and TV station in the country. In addition, statistics are given on 1950 population, retail sales, buying power and a host of other subjects to help the buyer buy.

Sources of Data

Radio Homes—Radio Families

THE 1951 BROADCASTING • TELECASTING Marketbook publishes for the first time a carefully compiled estimate of 1950 radio *homes*, based on the 1950 U. S. Census of Housing. These figures should not be confused with the radio *families* estimates published in the 1950 Marketbook. In some communities the number of radio *homes* will be less than the number of radio *families*, owing to the obvious fact that sometimes two or more families live in a single dwelling. For radio *families*, consult the 1950 Marketbook. For the most up-to-date and accurate estimate of radio *homes*, see this issue of the Marketbook.

State Indicators

Statistics for the State Market Indicators came from the following sources:

Population: 1950 — Preliminary counts, 1950 Census of Population, Bureau of Census, U. S. Dept. of Commerce. Where available Advanced reports, rather than Preliminary were used. 1940—Same.

Percentage of U. S.: 1950 and 1940—Same as Population.

Homes: 1950—BROADCASTING • TELECASTING estimate based on Preliminary reports, 1950 Census of Housing, Bureau of Census, U. S. Dept. of Commerce. 1940—Same.

Percent Radio: 1950 — BMB. 1940—1940 Census, U. S. Dept. of Commerce.

(Continued on page 6)

Radio Homes: 1950—BROADCASTING • TELECASTING estimate. 1940—1940 Census, U. S. Dept. of Commerce.

Retail Sales: 1950 — *Sales Management*, copyright 1950. Further reproduction unlicensed. 1940 — 1940 Census, U. S. Dept. of Commerce.

Retail Trade Employes: 1948—1948 Census of Business, U. S. Dept. of Commerce. 1939—Same.

Wholesale Sales Volume: 1948—1948 Census of Business, U. S. Dept. of Commerce. 1939—Same.

Wholesale Trade Employes: 1948—1948 Census of Business, U. S. Dept. of Commerce. 1939—Same.

Manufacturing Employment (Mid-March): 1947 — Bureau of Old Age and Survivors Insurance of the Social Security Administration, Federal Security Agency, Dept. of Commerce. (Figures based on employers' tax reports and includes all people under Social Security Act. 75% of wage earners are covered.)

Manufacturing Taxable Payrolls (1st Quarter): 1947—Same as Manufacturing Employment.

Income: 1949—Office of Business Economics, Bureau of Foreign and Domestic Commerce, U. S. Dept. of Commerce. 1940—Same.

Percent Distribution: Same as Income.

Per Capita Income: Same as Income.

Percent of National Per Capita Income: Same as Income.

New Construction: 1950—Office of Domestic Commerce, U. S. Dept. of Commerce. 1940—Same.

FREQUENCY DISCOUNT FORMULA

All rates in the Spot Rate Finder section of the 1951 MARKETBOOK are one-time rates. For quick calculation of frequency discounts the National Association of Radio and Television Station Representatives recommends the following formula:

Times	All Program Periods	One-Minute Announcements	Station Breaks
13	4.5%	3.5%	2.5%
26	9	7.5	5.5
52	14.5	13	9.5
104	18.5	17	12.5
156	23.5	19.5	15.5
260	27.5	22.5	17.5

Automobile Registration: 1950 — Bureau of Public Roads, Dept. of Commerce. 1948—Same.

Telephones: 1950 — Federal Communications Commission. 1945—Same.

Spot Rate Finders

Statistics for the Spot Rate Finder listings come from the following sources:

Homes: BROADCASTING • TELECASTING estimate based on Preliminary reports, 1950 Census of Housing, Bureau of Census, U. S. Dept. of Commerce.

Percent Radio: BMB.

Radio Homes: BROADCASTING • TELECASTING estimate.

Station information: BROADCASTING • TELECASTING survey and FCC records.

Data by Counties

Statistics for the Market Data by Counties come from the following sources:

1950 Population: Preliminary counts, 1950 Census of Population, Bureau of Census, U. S. Dept. of Commerce. Where available Advanced reports, rather than Preliminary, were used.

1940 Population: Bureau of Census, U. S. Dept. of Commerce.

1950 Homes: BROADCASTING • TELECASTING estimate based on Preliminary reports, 1950 Census of Housing, Bureau of Census, U. S. Dept. of Commerce.

1950 Radio Homes: BROADCASTING • TELECASTING estimate.

Percentage Radio: BMB.

1940 Radio Homes: Bureau of Census, U. S. Dept. of Commerce.

1950 Retail Sales: *Sales Management*, copyright 1950. Further reproduction unlicensed.

Total 1950 Farm Income: 1950 Census of Agriculture, Bureau of Census, U. S. Department of Commerce. Figures marked with asterisk (*) *Sales Management*, copyright 1950. Further reproduction unlicensed.

Employment Mid-March 1948: Bureau of Old Age and Survivors Insurance of the Social Security Administration, Federal Security Agency, Dept. of Commerce.

Taxable Payrolls, First Quarter, 1948: Same as Employment.

Statistics for the Foreign Broadcasting section came from a BROADCASTING • TELECASTING survey.

Metropolitan Area Statistics

Statistics for the Metropolitan Area Population and Radio Homes listings came from the following sources:

1950 Population: Preliminary counts, 1950 Census of Population, Bureau of Census, U. S. Dept. of Commerce.

1940 Population: Bureau of Census, U. S. Dept. of Commerce.

1950 Homes: BROADCASTING • TELECASTING estimate based on Preliminary reports, 1950 Census of Housing, Bureau of Census, U. S. Dept. of Commerce.

1950 Radio Homes: BROADCASTING • TELECASTING estimate.

Percentage Radio: BMB.

Metropolitan Area Population and Radio Home Figures

	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	% Radio
ALABAMA					
Birmingham	554,186	459,930	148,615	132,565	89.2
Mobile	228,835	141,974	62,505	52,192	83.5
Montgomery	137,512	114,420	37,457	30,041	80.2
ARIZONA					
Phoenix	329,266	186,193	100,374	94,552	94.2
ARKANSAS					
Little Rock	192,879	156,085	55,116	48,833	88.6
CALIFORNIA					
Fresno	274,225	178,565	82,751	80,599	97.4
Los Angeles	4,339,225	2,916,403	1,455,500	1,436,579	98.7
Sacramento	275,659	170,333	82,486	80,754	97.9
San Bernardino	280,252	161,108	99,132	96,555	97.4
San Diego	535,967	289,348	169,800	166,744	98.2
San Francisco Oakland	2,214,249	1,461,804	696,371	687,318	98.7
San Jose	288,938	174,949	86,499	85,202	98.5
Stockton	200,535	134,207	58,158	56,704	97.5
COLORADO					
Denver	560,361	407,768	170,600	167,188	98.0

	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	% Radio
CONNECTICUT					
Bridgeport	258,361	212,569	72,922	72,047	98.8
Hartford	356,080	295,613	101,900	101,187	99.3
New Britain-Bristol	146,273	126,709	39,651	39,373	99.3
New Haven	262,196	240,750			98.9
Stamford-Norwalk	194,401	160,274	53,754	53,109	98.8
DELAWARE					
Wilmington	267,220	221,836	72,661	70,409	96.9
DISTRICT OF COLUMBIA					
Washington	1,457,601	967,985	397,391	384,674	96.8
FLORIDA					
Jacksonville	302,711	210,143	83,743	74,615	89.1
Miami	488,689	267,739	158,100	147,507	93.3
Tampa-St. Petersburg	406,175	272,000	143,618	131,841	91.8
GEORGIA					
Atlanta	664,033	518,100	177,423	156,665	88.3
Augusta	162,104	131,779	41,985	34,470	82.1
Columbus	169,921	126,407	40,640	34,422	84.7
Macon	134,464	95,086	35,929	29,210	81.3
Savannah	150,946	117,970	43,594	36,619	84.0

ILLINOIS

	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	% Radio
Chicago	5,475,535	4,825,527	1,589,400	1,562,380	98.3
Decatur	100,273	84,693	30,357	29,689	97.8
Peoria	249,918	211,736	74,708	72,990	97.7
Rockford	151,858	121,178	45,305	44,535	98.3
Rock Island-Moline Springfield	130,649	117,912	40,477	39,384	98.2 97.3

INDIANA

Evansville	158,363	130,783	46,137	44,199	95.8
Fort Wayne	182,903	155,084	52,645	51,750	98.3
Indianapolis	549,047	460,926	163,500	159,413	97.5
South Bend	204,740	161,823	56,336	55,040	97.7
Terre Haute	104,931	99,709	32,475	30,949	95.3

IOWA

Cedar Rapids	103,711	89,142	30,721	29,953	97.5
Davenport, Iowa-Rock Island-Moline, Ill.	233,012	198,071	66,730	65,262	97.8
Des Moines	224,920	195,835	67,590	66,103	97.8
Sioux City	103,959	103,627	29,855	28,900	96.8

KANSAS

Topeka	104,430	91,247	31,682	30,636	96.7
Wichita	220,213	143,311	69,138	66,718	96.5

KENTUCKY

Louisville	578,974	451,473	168,500	159,907	94.9

LOUISIANA

Baton Rouge	156,485	88,415	42,604	38,258	89.8
New Orleans	681,037	552,244	192,690	170,145	88.3
Shreveport	174,679	150,203	49,056	42,777	87.2

MARYLAND

Baltimore	1,320,754	1,083,300	354,400	344,122	97.1

MASSACHUSETTS

Boston	2,354,507	2,177,621	665,600	657,613	98.8
Brockton	129,297	119,310			98.2
Fall River	136,936	135,137			98.4
Lawrence	125,528	124,849	35,238	34,709	98.5
Lowell	132,779	130,999	35,786	35,714	99.8
New Bedford	137,366	134,435			98.4
Springfield-Holyoke	406,500	364,680	110,200	109,528	99.3
Worcester	273,949	252,752	76,300	75,079	98.4

MICHIGAN

Detroit	2,973,019	2,377,329	804,700	794,239	98.7
Flint	270,034	227,944	73,314	72,068	98.3
Grand Rapids	287,020	246,338	80,657	79,286	98.3
Kalamazoo	126,019	100,085	35,100	34,468	98.2
Lansing	172,466	130,616	46,414	45,764	98.6
Muskegon			34,899	34,271	98.2
Saginaw	152,8?8	130,468	40,412	39,523	97.8

MINNESOTA

Duluth, Minn.-Superior, Wis.	251,652	208,036	79,164	77,422	97.8
Minneapolis-St. Paul	1,107,388	940,937	314,583	310,493	98.7

MISSISSIPPI

Jackson	141,480	107,273	37,560	31,550	84.0

MISSOURI

Kansas City			254,300	246,671	97.0
St. Joseph	93,629	94,067	27,807	26,389	94.9
St. Louis	852,623	816,048	482,300	469,760	97.4
Springfield	104,118	90,541	32,675	30,878	94.5

NEBRASKA

Lincoln	118,260	100,585	34,597	33,663	97.3
Omaha	362,203	325,153	104,400	101,581	97.3

NEW HAMPSHIRE

Manchester	88,216	81,932	25,466	24,829	97.5

NEW JERSEY

Atlantic City	132,879	124,066	44,318	41,748	94.2
Trenton	229,412	197,318	55,336	53,399	96.5

NEW YORK

Albany-Schenectady-Troy	512,527	465,643	150,400	146,490	97.4
Binghamton	184,664	165,749	49,772	48,279	97.0
Buffalo	1,085,606	958,487	310,100	303,898	98.0
New York-Northeastern New Jersey	12,831,914	11,660,839	3,576,700	3,465,822	96.9
Rochester	484,877	438,230	143,200	135,848	94.8
Syracuse	340,875	295,108	98,000	92,904	94.8
Utica-Rome	283,602	263,163	83,500	79,826	95.6

NORTH CAROLINA

	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	% Radio
Asheville	122,557	108,755	33,346	29,945	89.8
Charlotte	196,160	151,826	45,860	40,907	89.2
Durham	100,641	80,244	25,321	22,814	90.1
Greensboro-High Point	190,152	153,916	48,511	44,048	90.8
Raleigh	135,942	109,544	32,386	29,115	89.9
Winston-Salem	145,076	126,475	38,401	34,484	89.8

OHIO

Akron	407,981	339,405	118,400	116,387	98.3
Canton	282,060	234,887	79,925	78,167	97.8
Cincinnati	898,031	787,044	282,400	275,058	97.4
Cleveland	1,453,556	1,267,270	421,300	414,138	98.3
Columbus	501,882	388,712	142,614	140,047	98.2
Dayton	453,181	331,343	130,300	127,694	98.0
Hamilton-Middletown	146,792	120,249	40,480	39,428	97.4
Springfield	110,999	95,647	32,101	31,298	97.5
Steubenville			100,700	97,276	96.6
Toledo	392,626	344,333	115,118	113,161	98.3
Youngstown	526,599	473,605	145,300	141,232	97.2

OKLAHOMA

Oklahoma City	322,520	244,159	100,411	93,483	93.1
Tulsa	248,658	193,363	74,866	70,299	93.9

OREGON

Portland	701,202	501,275	233,500	227,196	97.3

PENNSYLVANIA

Allentown-Bethlehem-Easton	434,857	396,673	125,600	121,204	96.5
Altoona	138,934	140,358	39,334	37,328	94.9
Erie	218,407	180,889	62,222	59,360	95.4
Harrisburg	291,119	252,216	82,400	79,186	96.1
Johnstown	290,551	298,416	77,700	73,116	94.1
Lancaster	234,137	212,504	64,544	60,249	93.5
Philadelphia	3,660,676	3,199,637	985,300	946,873	96.1
Pittsburgh	2,205,544	2,082,556	607,000	584,541	96.3
Reading	254,942	241,884	72,642	69,882	96.2
Scranton	256,208	301,243	71,600	67,734	94.6
Wilkes-Barre-Hazleton	391,226	441,518	108,100	103,236	95.5
York	202,440	178,022	58,346	55,604	95.3

RHODE ISLAND

Providence	732,851	676,766	211,900	209,569	98.9

SOUTH CAROLINA

Charleston	159,838	121,105	43,782	35,901	82.0
Columbia	141,880	104,843	35,465	30,642	86.4

TENNESSEE

Chattanooga	245,499	211,502	66,315	59,750	90.1
Knoxville	335,654	246,088	88,007	80,174	91.1
Memphis	480,161	358,250	128,768	111,642	86.7
Nashville	320,388	257,267	85,589	78,571	91.8

TEXAS

Austin	160,381	111,053	42,768	38,064	89
Beaumont-Port Arthur	193,979	145,329	55,108	50,203	91.1
Corpus Christi	164,629	92,661	44,311	37,753	85.2
Dallas	610,852	398,564	186,600	174,471	93.5
El Paso	197,934	131,067	46,939	41,494	88.4
Fort Worth	359,246	225,521	107,190	99,258	92.6
Galveston	112,226	81,173	34,929	32,239	92.3
Houston	802,102	528,961	236,400	218,670	92.5
San Antonio	496,090	328,176	134,200	119,170	88.8
Waco	128,589	101,898	37,130	32,897	88.6

UTAH

Salt Lake City	274,208	211,623	76,012	75,100	98.8

VIRGINIA

Norfolk-Portsmouth	409,545	258,927	112,099	102,346	91.3
Richmond	326,863	262,991	88,332	82,325	93.2
Roanoke	132,779	112,184	35,207	33,024	93.8

WASHINGTON

Seattle	726,464	504,980	240,900	235,359	97.7
Spokane	220,149	164,652	67,355	65,806	97.7
Tacoma	275,802	182,081	79,827	78,310	98.1

WEST VIRGINIA

Charleston	319,277	276,247	84,800	79,373	93.6
Huntington, W. Va.-Ashland, Ky.	245,631	225,668	65,268	56,783	87

WISCONSIN

Madison	168,630	130,660	45,099	44,513	98.7
Milwaukee	863,937	766,885	253,000	249,711	98.7
Racine	109,105	94,047	31,720	31,403	99
Superior			75,500	73,839	97.8

Regional Networks and Other Groups

Airline Network

Radio Park, P. O. Box 2553, Birmingham, Ala., Rep. Headley-Reed Co., Sales Mgr. Harry Callaway. **WSGN** Birmingham, **WHBS** Huntsville, Ala.

	SB	1M	5M	15M	30M	1 Hr
D	20.00	20.00	36.00	48.00	72.00	120.00
N	32.00	32.00	72.00	96.00	144.00	240.00

Alaska Broadcasting System

830 Securities Bldg. Seattle, Wash. Manager: William J. Wagner. **KFQD** Anchorage, **KFRB** Fairbanks, **KIBH** Seward, **KINY** Juneau, **KTKN** Ketchikan, **KIFW** Sitka. For combination rates, contact network. For complete network, rates are:

D	20.20	28.25	40.40	80.75	121.50	199.50
N	32.30	44.85	72.70	121.15	199.50	323.00

Aloha Network

P. O. Box 1380, Honolulu, Hawaii, Manager R. M. Fitkin. **KHON** Honolulu, **KIPA** Hilo, **KMVI** Wailuku, Maui, **KTOH** Lihue, Kauai.

	SB	1M	5M	15M	30M	1 Hr
D	10.00	15.00	25.00	40.00	60.00	100.00
N	20.00	30.00	50.00	80.00	120.00	200.00

Arizona Broadcasting System

Heard Bldg., Phoenix, Ariz., Rep. Paul H. Raymer Co., Mgr. Dick Lewis. **KTAR** Phoenix, **KVOA** Tucson, **KYUM** Yuma, **KAWT** Douglas-Bisbee, **KYCA** Prescott, **KGLU** Safford, **KWJB** Globe-Miami.

D	24.00	32.00	64.00	96.00	160.00
N	48.00	64.00	128.00	192.00	320.00

Arizona Network

P. O. Box 2671, Phoenix, Ariz., Rep. John Blair & Co., Manager Albert D. Johnson. **KOY** Phoenix, **KTUC** Tucson, **KSUN** Bisbee, **KYMA** Yuma. All in Arizona.

D	25.00	50.00	75.00	125.00
N	50.00	100.00	150.00	250.00

Aroostook Broadcasting Service

Radio Station WAGM, Presque Isle, Maine, Program Director Ted Coffin. **WAGM** Presque Isle, Maine, **WABM** Houlton, Maine.

	SB	1M	5M	15M	30M	1 Hr
D			9.00	18.00	27.00	37.50
N			12.00	27.00	45.00	60.00

Arkansas Network

Comprising **KARK** Little Rock and all other stations in the State of Arkansas. Two or more stations may be used; one or more outlets in multiple-station cities. Costs are combined station time and line charges.

Arrowhead Network

WEBC Bldg., Duluth 2, Minn., Rep. Ra-Tel Representatives Inc., General Mgr. Walter C. Bridges. **WEBC** Duluth-Superior, **WMFG** Hibbing, Minn., **WHLB** Virginia, Minn., **WEAU** Eau Claire, Wisc., **WJMC** Rice Lake, Wisc., **WISC** Madison, Wisc.

D	22.06	32.85	50.83	67.19	124.18	230.94
N	37.74	60.43	94.35	125.97	241.57	428.40

Bay State Group

John Hancock Bldg., Boston 16, Mass., Mgr. Elmer Kettell. **WACE** Chicopee-Springfield, **WBSM** New Bedford, **WKOX** Framingham, **WALE** Fall River, **WEIM** Fitchburg, **WBEC** Pittsfield, **WHAV** Haverhill, **WNEB** Worcester. All in Massachusetts.

	SB	1M	5M	15M	30M	1 Hr
D	51.50	51.50	91.00	182.00	273.00	455.00
N	75.50	75.50	143.80	287.60	431.40	719.00

Broadcasting Corporation of America

P. O. Box 987, Riverside, Calif., Reps. Duncan Scott & Co., Adam J. Young Jr. Inc., Vice Pres. Roy W. Sinor. **KPRO** Riverside-San Bernardino, **KROP** Brawley-El Centro, **KPOR-FM** Riverside-San Bernardino, **KREO** Indio-Palm Springs, **KYOR** Blythe. All in California.

D	12.00	14.00	24.00	36.00	54.00	90.00
N	18.00	21.00	34.00	56.00	84.00	140.00

Cactus State Network

131 West Lafayette Ave., Detroit 26, Rep. Hil F. Best. **KRIG** Odessa, **KVKM** Monahans, **KIUN** Pecos, **KVLF** Alpine. All in Texas.

D	18.00	18.00	38.25	55.50	82.50	141.00
N	15.75	15.75	27.00	49.50	74.00	126.00

California Group

George P. Hollingbery Co., 307 N. Michigan Ave., Chicago 1, Ill. Basic three stations. **KYNO** Fresno, **KCOK** Tulare-Visalia, **KAFY** Bakersfield. Rates available from network.

California Northern Group

Business office contact Rep. Tracy Moore & Assoc., 6381 Hollywood Blvd., Los Angeles, Calif. **KBLF** Red Bluff, **KSUE** Susanville, **KSYC** Yreka.

D	7.00	14.00	21.00	35.00
N	7.00	14.00	21.00	35.00

Chicago Perimeter Broadcasting Association

Room 907, 185 North Wabash Ave., Chicago 1, Ill., Rep. Joseph Hershey, McGillvra Inc. **WJOB** Hammond, Ind., **WJOL** Joliet, Ill., **WKRS** Waukegan, Ill., **WRMN** Elgin, Ill. See individual stations for rates or network.

Columbia Pacific Network

Columbia Square, Los Angeles 28, Calif., Rep. Radio Sales, Pacific Coast Sales Manager Edwin W. Buckalew. California Network: **KNX** Los Angeles, **KFRE** Fresno, **KCMJ** Palm Springs, **KCBS** San Francisco, **KROY** Sacramento, **KGDM** Stockton, **KCBQ** San Diego. Pacific Network: **KNX** Los Angeles, **KCBS** San Francisco, **KOIN** Portland, **KROY** Sacramento, **KCBQ** San Diego, **KFRE** Fresno, **KIRO** Seattle, **KXLY** Spokane, **KGDM** Stockton, **KCMJ** Palm Springs. Pacific Supplementary Group: **KSL** Salt Lake City, **KSUB** Cedar City, **KGVO** Missoula, **KFBB** Great Falls, **KLZ** Denver, **KVOR** Colorado Springs, **KROD** El Paso, **KAVE** Carlsbad, **KSIL** Silver City, **KOSA** Odessa, **KOOL** Phoenix, **KOLO** Reno, **KERN** Bakersfield, **KXOC** Chico, **KOPO** Tucson, **KCKY** Coolidge, **KIMA** Yakima, **KGGM** Albuquerque, **KVSF** Santa Fe, **KGMB** Honolulu, **KHBC** Hilo, **KBOW** Butte, **KDSH** Boise, **KLAS** Las Vegas. Contact Columbia Pacific Network for rates.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

Columbine Network

Security Life Bldg., Denver 2, Col., Sales Mgr. E. E. Koepke. **KMYR** Denver, **KCOL** Ft. Collins, **KYOU** Greeley, **KBOL** Boulder, **KRDO** Colorado Springs, **KCSJ** Pueblo, **KEXO** Grand Junction.

	SB	1M	5M	15M	30M	1 Hr
D	24.00	28.00	35.00	70.00	140.00	200.00
N	24.00	28.00	35.00	70.00	140.00	200.00

Cotton Belt Group

409½ State Line Ave., Texarkana, Tex., Manager David M. Segal. **KTFS** Texarkana, Tex., **KDMS** El Dorado, Ark., **WGVM** Greenville, Miss., **KDAS** Malvern, Ark.

D	15.00	15.00	30.00	50.00	90.00	150.00
N	15.00	15.00	30.00	50.00	90.00	150.00

Dairyland Network

Radio City, Minneapolis, Minn., Rep. Free & Peters. **KWLM** Willmar, Minn., **KWNO** Winona, Minn., **WTCN** Minneapolis, Minn. Contact network for rates.

Don Lee Broadcasting System

Don Lee Bldg., 1313 N. Vine St., Hollywood 28, Calif., Rep. John Blair & Co., President Willet H. Brown, Vice President in Charge of Sales Ward D. Ingrim. **KHJ** Los Angeles, **KGB** San Diego, **KDB** Santa Barbara, **KFXM** San Bernardino, **KFRC** San Francisco, **KMYC** Marysville, **KYNO** Fresno, **KSBW** Salinas-Monterey, **KVOE** Santa Ana, **KCOK** Tulare-Visalia, **KXO** El Centro, **KAFY** Bakersfield, **KVEC** San Luis Obispo, **KPRL** Paso Robles, **KIEM** Eureka, **KHSL** Chico, **KVCV** Redding, **KYOS** Merced, **KXOA** Sacramento, **KXOB** Stockton (all in Calif.); **KRNR** Roseburg, **KPOJ** Portland, **KFJI** Klamath Falls, **KORE** Eugene, **KBND** Bend, **KOOS** Coos Bay, **KWIL** Albany, **KAST** Astoria, **KUIN** Grants Pass, **KSLM** Salem (all in Oregon); **KATO** Reno, Nev.; **KVI** Seattle-Tacoma, **KYAK** Yakima, **KNEW** Spokane, **KXRO** Aberdeen, **KGY** Olympia, **KELA** Centralia, **KRKO** Everett, **KWLK** Longview, **KUJ** Walla Walla, **KPUG** Bellingham, **KWNW** Wenatchee (all in Washington); **KRLC** Lewiston, **KWAL** Wallace-Kellogg, **KVNI** Coeur d'Alene (all in Idaho).

	15 min.	½ hr.	1 hr.
6pm to 10pm	1080.00	1620.00	2700.00
8am to 1pm & 10pm to 12 midnight	600.00	900.00	1500.00
1pm to 6pm	540.00	810.00	1350.00
12 midnight to 8am	400.00	600.00	1000.00

Fidelity Broadcasting System, Inc.

FBS Bldg., Jacksonville, Fla., Rep. Chisp & Harrison Adv. Agency, President Harlow Barnett Jr. **WRHC** Jacksonville, ***WIVY** Jacksonville, ***WJVB** Jacksonville Beach, ***WWPF** Palatka, **WGGG** Gainesville, **WFOY** St. Augustine, **WDSR** Lake City, **WNER** Live Oak, ***WIPC** Lake Wales, **WROD** Daytona, **WCNH** Quincy, **WFWF** Key West, **WEAR** Pensacola, **WINZ** Miami, **WEAT** Lake Worth, **WTNT** Tallahassee, **WLOF** Orlando, **WLBE** Leesburg, ***WALT** Tampa, **WSPB** Sarasota, **WLAK** Lakeland, **WCLE** Clearwater, **WMMB** Melbourne, **WIRK** West Palm Beach, ***WPLA** Plant City, **WSIR** Winter Haven, **WPCF** Panama City, **WJCM** Sebring (all in Florida); **WAYX** Waycross, Ga., **WMOG** Brunswick, Ga.

*Daytime stations. If time scheduled after sign-off, program will be taped and run agreeable day-time period.

D	150.00	260.00	465.00	825.00	1500.00
N	165.00	286.00	511.50	907.50	1650.00

Florida Select List

Hil F. Best, Sales Director, 131 W. Lafayette St., Detroit 26, Mich., Rep. Hil F. Best. **WSWN** Belle Glade, **WDHL** Bradenton, **WCNU** Crestview, **WROD** Daytona Beach, **WBRD** Fort Lauderdale, **WGGG** Gainesville, **WJVB** Jacksonville Beach, **WLBE** Leesburg, **WMMB** Melbourne, **WFEC** Miami, **WWPF** Palatka, **WPLA** Plant City, **WCNH** Quincy, **WTRR** Sanford, **WKXY** Sarasota. **WJCM** Sebring, **WVCG** Coral Gables, **WHBO** Sulphur Springs, **WEBK** Tampa. All in Florida. Contact Florida Select List for individual rates.

D	65.26	65.26	113.82	239.50	408.51	705.95
N	65.26	65.26	113.82	239.50	408.51	705.95

Guy Gannett Broadcasting System

Gannett Bldg., 390 Congress St., P. O. Box 1731, Portland, Me., Rep. Paul H. Raymer Co., President Guy P. Gannett.

	SB	1M	5M	15M	30M	1 Hr
D	17.10	17.10	26.50	53.00	79.50	132.50
N	34.20	34.20	53.00	106.00	159.00	265.00

Garden State Network

541 East State St., Trenton, N. J., Fred L. Bernstein. **WNJR** Newark, N. J., **WCTC** New Brunswick, N. J., **WTTM** Trenton, N. J., **WKDN** Camden, N. J., **WJLK** Asbury Park, N. J., **WFPG** Atlantic City, N. J., **WSNJ** Bridgeton, N. J.

D	48.40	64.80	106.50	191.55	315.20	574.20
N	59.05	76.95	126.10	229.60	384.65	677.70

Georgia Association of Local Stations

101 Marietta St. Bldg., Atlanta, Ga., Sales Director Tom Carr. **WATL** Atlanta, **WDEC** Americus, **WGAU** Athens, **WBBQ** Augusta, **WGIG** Brunswick, **WLBB** Carrollton, **WGAA** Cedartown, **WBHF** Cartersville, **WMJM** Cordele, **WMOC** Covington, **WBLJ** Dalton, **WDWD** Dawson, **WMLT** Dublin, **WBHB** Fitzgerald, **WDUN** Gainesville, **WKEU** Griffin, **WIBB** Macon, **WFOM** Marietta, **WMVG** Milledgeville, **WMGA** Moultrie, **WFRP** Savannah, **WWNS** Statesboro, **WSFT** Thomaston, **WKTG** Thomasville, **WWGS** Tifton, **WLET** Toccoa, **WVOP** Vidalia, **WAYX** Waycross, **WRLD** West Point. All in Georgia.

D	70.00	150.00	282.00	420.00	696.00
N	70.00	150.00	282.00	420.00	696.00

Georgia Trio

Rep. Katz Agency Inc. **WAGA** Atlanta, **WMAZ** Macon, **WTOC** Savannah. All in Georgia.

D	39.53	47.60	73.53	121.13	192.10	322.15
N	54.83	67.15	104.98	175.10	280.50	467.50

Granite State Network

155 Front St., Manchester, N. H., Reps. Bolling Co., Louis Borgatti Inc., Pres. Albin Malin. **WKBR** Manchester, **WWNH** Rochester, **WTSV** Claremont.

D	12.00	20.00	40.00	60.00	100.00
N	18.00	30.00	60.00	90.00	150.00

Great Lakes Network

Radio Bldg., 117 W. Genesee, Saginaw, Michigan. **WSAM & WSAM-FM** Saginaw (Key Station), **WLEW** Bad Axe, **WFYC** Alma, **WOAP & WOAP-FM** Owosso. Available as a regional network for simultaneous program duplication keyed from **WSAM-FM** Saginaw.

Great Northern Broadcasting System

107 First Ave. N. W., Mandan, N. D., Rep. Orville Lawson and Assoc., Sec. & Treas. M. J. Reichert. **KDLR** Devils Lake, N. D., **KGDE** Fergus Falls, Minn., **KNOX** Grand Forks, N. D., **KGCU** Bismark-Mandan, N. D., **KLPM** Minot, N. D., **KVOX** Moorhead, Minn., **KGCX** Sidney, Mont., **KOVC** Valley City, N. D., **KWHL** Marshall, Minn., **KWLM** Willmar, Minn. Use station Spot Rate Finder for each station, then apply the following discounts:

10% if three of the stations are used.
15% if five of the stations are used.
20% if all stations are used.

Great West Network

317 N. Broadway, Albuquerque, N. M., Rep. Forjoe & Co., National Sales Manager Keith Tye. **KVER** Albuquerque, N. M., **KSVP** Artesia, N. M.

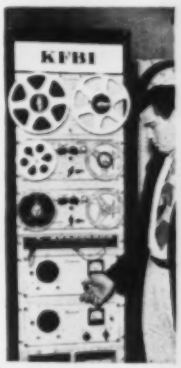
D	6.50	8.50
N	6.50	8.50

(Continued on page 8B)

* MAGNECORDER

Sound Performance

FOR BATTLE-FRONT—FOR BROADCAST!*



Minutes after being liberated from a Chinese Communist prison camp, this U. S soldier reports to Army Intelligence and to the world. Portable Magnecord tape recorders are on the spot to record his courageous words. Serving all over the world, Magnecorders undergo "battle-front" conditions and still continue to record with high fidelity and dependability the moment they are needed.

Using Magnecorders, KFBI, Wichita, Kansas, handles delayed programs and "on location" recordings with complete confidence. In the field or at the station, dependable Magnecorders are the first choice of radio engineers everywhere.

FEATURES

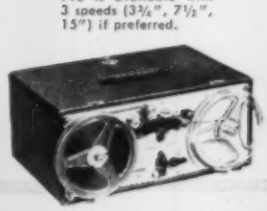
PT7 accommodates 10½" reels and offers 3 heads, positive timing and pushbutton control. PT7 shown in complete console model is available for portable or rack mount.

FLEXIBILITY

In rack or console, or in its really portable cases, the Magnecorder will suit every purpose. PT6 is available with 3 speeds (3¾", 7½", 15") if preferred.

FIDELITY

PT63 shown in rack mount offers three heads to erase, record, and play back to monitor from the tape while recording.



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Magnecord, INC.

360 North Michigan Avenue
Chicago 1, Illinois, Dept. B-8

CONSERVE VITAL MATERIALS

Send me latest catalog of Magnecord equipment.

Name.....

Address.....

City.....Zone.....State.....

RADIO'S PULSE IS STRONG

REGULAR bi-monthly radio surveys are now conducted by Pulse in 16 markets throughout the country . . . . and subscribers to any one of these reports receive as a bonus the Multi Market Network Radio Pulse, covering these 16 markets.

PLUS these continuing studies, Pulse will conduct radio surveys in over 40 other major markets in the course of 1951.

For Information About These Services

ASK THE PULSE

THE PULSE, INC.

15 West 46th Street

New York 19, N. Y.

Regional Networks

(Continued from page 8A)

Greater St. Louis Broadcasting System

316 N. Eighth St., St. Louis, Mo., Rep. Adam J. Young Jr., Inc., President William E. Ware. **KSTL** St. Louis, **KXLW** St. Louis, **WEW** St. Louis, **WTMV** East St. Louis, Ill.

	SB	1M	5M	15M	30M	1 Hr
D	31.27	31.27	41.69	83.38	125.06	208.44
N	31.27	31.27	41.69	83.38	125.06	208.44

The Hoosier Network

Colonial Bldg., New Castle, Ind., President Gardner Thomas. **WCNB** Connersville, **WFMU** Crawfordsville, **WCTW** New Castle, **WMRI** Marion, **WSRK** Shelbyville, **WFML** Washington, **WRSW** Warsaw. All in Indiana.

D	24.50	42.10	99.00	166.00	280.00
N	24.50	42.10	99.00	166.00	280.00

Inter Island Network

575 Kamoku St., Honolulu, Hawaii, Rep. George P. Hollingbery Co., Fin Hollinger. **KPOA** Honolulu, **KILA** Hilo.

D	10.00	12.50	15.00	30.00	45.00	75.00
N	20.00	25.00	50.00	60.00	90.00	150.00

Intermountain Network

146 South Main, Salt Lake City, Utah, Rep. Avery-Knodel, Inc., Vice President in Charge of Sales Lynn L. Meyer. **KALL** Salt Lake City, **KLO** Ogden, **KOVO** Provo, **KVNU** Logan, **KOAL** Price, **KSVC** Richfield, **KSUB** Cedar City, (all in Utah); **KEYY** Pocatello, **KID** Idaho Falls, **KVMV** Twin Falls, **KFXD** Nampa-Boise (all in Idaho); **KVRS** Rock Springs, **KOVE** Lander, **KOWB** Laramie, **KSPR** Casper, **KPOW** Powell, **KWYO** Sheridan (all in Wyoming); **KBMY** Billings, **KRJF** Miles City, **KPRK** Livingston, **KOPR** Butte, **KFDW** Helena, **KMON** Great Falls, **KXLO** Lewistown, **KIYI** Shelley, **KOJM** Havre (all in Montana); **KRAM** Las Vegas, Nevada.

D	72.47	72.47	117.84	235.67	358.88	589.22
N	110.96	110.96	176.99	352.04	532.90	894.60

Iowa Tallcorn Network

501 Garver Bldg., Des Moines, Iowa, Manager Max M. Friedman. **KWCR** Cedar Rapids, **KROS** Clinton, **KSIB** Creston, **KSTT** Davenport, **KDEC** Decorah, **KDTH** Dubuque, **KVFD** Fort Dodge, **KFJB** Marshalltown, **KRIB** Mason City, **KWPC** Muscatine, **KCOM** Sioux City, **KCID** Spencer, **KCIM** Carroll. For rates see individual station listings.

Liberty Broadcasting System (Pacific Network)

5939 Sunset Blvd., Hollywood, Calif., Vice Pres. Benton Paschall. **KMPC** Los Angeles, **KSDO** San Diego, **KPRO** Riverside, **KROP** Brawley, **KREO** Indio, **KYOR** Blythe, **KWTC** Barstow, **KVVC** Ventura, **KSMA** Santa Maria, **KTKR** Taft, **KTIP** Porterville, **KRDU** Dinauba, **KGST** Fresno, **KCVR** Lodi, **KUBA** Yuba City, **KBLF** Red Bluff, **KSYC** Yreka, **KVON** Napa, **KSRO** Santa Rosa, **KDAC** Fort Bragg, **KDON** Salinas, **KSJO** San Jose, **KPAS** Banning, **KHUM** Eureka, **KYA** San Francisco, ***KTUR** Turlock (all in Calif.); **KWIN** Ashland, **KFIR** North Bend, **KRUL** Corvallis, **KNPT** Newport, **KOCO** Salem, **KMCM** McMinnville, **KGON** Oregon City (Portland), **KODL** The Dalles, **KWRC** Pendleton, **KLBM** La Grande, **KBKR** Baker, **KSRV** Ontario, **KERG** Eugene, **KVAS** Astoria, ***KRXL** Roseburg (all in Oregon); **KTBI** Tacoma, **KBKW** Aberdeen, **KOL** Seattle, **KALE** Richland, **KSPO** Spokane, **KCLX** Colfax, **KELS** Kelso, ***KSEM** Moses Lake (all in Wash.); **KRIZ** Phoenix, **KTKT** Tucson, ***KGAN** Kingman, ***KGPH** Flagstaff (all in Ariz); **KRPL** Moscow, Idaho, **KPOA** Honolulu, Hawaii.

* Must be purchased separately.

D	600.00	900.00	1500.00	
N	1000.00	1500.00	2500.00	

Lone Star Chain Inc.

1714 M & W Tower, Dallas, Tex., Rep. O. L. Taylor Co. **WBAP** Fort Worth-Dallas, **KOSA** Odessa, **KFDM** Beaumont, **KGNC** Amarillo, **KTBC** Austin, **KEYS** Corpus Christi, **KTRE** Lufkin, **KFYO** Lubbock, **KTSA** San Antonio, **KTBB** Tyler, **KWKC** Abilene, **KXYZ** Houston, **KRGV** Weslaco, **KFDX** Wichita Falls, **KTXL** San Angelo, **KROD** El Paso.

With WBAP-570

	SB	1M	5M	15M	30M	1 Hr
D		240.70	413.10	633.15	1046.25	
N		425.07	725.40	1109.70	1849.50	

With WBAP-820

D	272.20	456.30	697.95	1163.25	
N	488.07	811.80	1239.30	2065.50	

Long Radio Enterprises

P. O. Box 1391, Bay City, Tex., Managing Director J. G. Long. **KIOX** Bay City, **KVIC** Victoria, **KTLW** Texas City, Tex. Contact network for rates.

McClatchy Beeline

911 Seventh St., Sacramento, Calif., Rep. Raymer, Director of Sales Leo O. Ricketts. **KFBK** Sacramento, **KWG** Stockton, **KMJ** Fresno, **KERN** Bakersfield, **KOH** Reno.

D	43.35	43.35	64.60	125.80	188.70	314.50
N	85.00	85.00	129.20	251.60	377.40	629.00

Maine Broadcasting System

157 High St., Portland, Me., Rep. Weed, Brannan, Manager William H. Rines. **WCSH** Portland, **WRDO** Augusta, **WLBZ** Bangor.

D	23.75	23.75	36.10	72.20	108.30	180.50
N	47.50	47.50	72.20	144.40	216.60	361.00

Maine Mutual Network

Louis J. Borgatti, Inc., 535 Statler Bldg., Boston, Mass., Rep. Louis J. Borgatti, Inc. **WMTW** Portland, Me., **WCOU** Lewiston, Me., **WFAU** Augusta, Me.

D	14.45	22.10	44.20	66.30	110.50
N	18.70	37.40	74.80	112.20	187.00

Metropolitan Network

Munsey Bldg., Washington 4, D. C., Rep. Indie Sales, Inc., Frank U. Fletcher. **WARL** Arlington, Va., **WPIK** Alexandria, Va., **WGAY** Silver Spring, Md., **WFAX** Falls Church, Va., **WBCC** Bethesda, Md.

D	19.20	24.00	38.40	76.80	115.20	192.00
N	19.20	24.00	38.40	76.80	115.20	192.00

Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich., President James G. Riddell. **WXYZ** Detroit, **WBCM** Bay City, **WELL** Battle Creek, **WFDF** Flint, **WIBM** Jackson, **WJIM** Lansing, **WLAV** Grand Rapids, **WKBZ** Muskegon, **WKLA** Ludington. **WGFG** Kalamazoo, **WHRV** Ann Arbor, **WSOO** Sault Ste. Marie. All in Michigan. For rates consult WXYZ, 1700 Stroh Bldg., Detroit 26, Mich.

Mid South Network

Gilmer Hotel, Columbus, Miss., Manager Bob McRaney. **WCBI** Columbus, **WROB** West Point. **WELO** Tupelo, **WNAG** Grenada, **WMOX** Meridian. **WMOX-FM**, Meridian, **WSSO** Starkville, **WROX** Clarksdale. All in Mississippi.

D	20.80	20.80	32.50	88.40	130.60	221.00
N	20.80	20.80	32.50	88.40	130.60	221.00

Mo-Kan Network

Besse Hotel, Pittsburg, Kansas, Rep. Bowles & Co., Thad M. Sandstrom, **KSEK** Pittsburg, Kan., **KLKC**, Parsons, Kan., **KDMO** Carthage, Mo.

D	10.00	10.00		35.00	60.00	100.00
N	10.00	10.00		35.00	60.00	100.00

New England Regional Network

26 Grove St., Hartford, Conn., Rep. Weed, Chairman Paul W. Morency. **WBZ** Boston, Mass., **WTIC** Hartford, Conn., **WJAR** Providence, R. I., **WCSH** Portland, Me., **WLBZ** Bangor, Me., **WRDO** Augusta, Me.

	SB	1M	5M	15M	30M	1 Hr
D		164.00	308.00	462.00		770.00
N		328.00	616.00	924.00		1540.00

New Hampshire Group

North Eastern Broadcasting System. Rep. Elmer Kettell. **WMOU** Berlin, **WKNE** Keene, **WLNH** Laconia, **WFEA** Manchester. (All in New Hampshire)

D	22.00	22.00	37.60	75.20	112.80	188.00
N	33.00	33.00	62.00	124.00	186.00	310.00

Northern Network

P. O. Box 17, Sault Ste Marie, Mich., Manager Stanley R. Pratt. **WMIQ** Iron Mountain, **WDMJ** Marquette, **WSOO** Sault Ste Marie.

D	13.50	13.50	22.50	36.00	54.00	90.00
N	18.00	18.00	31.50	54.00	81.00	135.00

Northwest Network

3415 University Ave., St. Paul, Minn. Manager: K. M. Hance. **WEBC** Duluth, **WMFG** Hibbing, **KYSM** Mankato, **KROC** Rochester, **KFAM** St. Cloud, **WHLB** Virginia (all in Minnesota), **KFYR** Bismarck, **WDAY** Fargo, N. D., **WEAU** Eau Claire, **WJMC** Rice Lake, Wis. (Rates on application)

North Eastern Broadcasting System

John Hancock Bldg., Boston 16, Mass. Rep. Elmer Kettell. **WTHT** Hartford, Conn., **WBRY** Waterbury, Conn., **WABI** Bangor, **WLAM** Lewistown-Auburn, **WPOR** Portland, **WTVL** Waterville (All in Maine), **WJOY** Burlington, Vt., **WSKI** Montpelier-Barre, Vt., **WHIM** Providence, R. I., **WMOU** Berlin, **WKNE** Keene, **WLNH** Laconia, **WFEA** Manchester (All in New Hampshire), **WACE** Chicopee-Springfield, **WALE** Fall River, **WEIM** Fitchburg, **WKOX** Farmingham, **WHAV** Haverhill, **WBSM** New Bedford, **WBEC** Pittsfield, **WNEB** Worcester (All in Massachusetts).

	SB	1M	5M	15M	30M	1 Hr
D	125.00	125.00	220.00	440.00	660.00	1100.00
N	190.00	190.00	350.00	700.00	1050.00	1750.00

Oregon Trail Network

P. O. Box 110, Baker, Ore., Manager Lee W. Jacobs. **KBKR** Baker, **KSRV** Ontario, **KLBM** La Grande.

D	10.75	10.75	15.15	30.75	49.00	81.50
N	10.75	10.75	15.15	30.75	49.00	81.50

Pacific Regional Network

6540 Sunset Blvd., Hollywood 28, Calif. Rep. William A. Ayres Co. General Manager Cliff Gill. **KSDO** San Diego, **KVOE** Santa Ana, **KPMO** Pomona, **KFOX** Long Beach, **KWIK** Burbank, **KFWB** Los Angeles, **KFMV** Los Angeles, **KVEN** Ventura, **KSPA**, Santa Paula, **KIST** Santa Barbara, **KSMA** Santa Maria, **KVEC** San Luis Obispo, **KPRL** Paso Robles, **KITO** San Bernardino, **KPRO** Riverside, **KREO** Indio, **KYOR** Blythe, **KBUC** Corona, **KROP** Brawley, **KICO** Calexico, **KAFY** Bakersfield, **KTKR** Taft, **KOCS** Ontario, **KTIP** Porterville, **KCOK** Tulare-Visalia, **KNGS** Hanford, **KSGN** Sanger, **KYNO** Fresno, **KTUR** Turlock, **KMOD** Modesto, **KSTN** Stockton, **KROG** Sonora, **KCVR** Lodi, **KXOA** Sacramento, **KUBA** Yuba City, **KDAN** Oroville, **KXOC** Chico, **KBLF** Red Bluff, **KSUE** Susanville, **KWSD** Mt. Shasta, **KSYC** Yreka, **KHUM** Eureka, **KDAC** Fort Bragg, **KSRO** Santa Rosa, **KVON** Napa, **KGYW** Vallejo, **KYA** San Francisco, **KROW** Oakland, **KEEN** San Jose, **KDON** Santa Cruz. (All in California.) For rates contact network or see individual station listings.

Paul Bunyan Network

Paul Bunyan Bldg., Traverse City, Mich. Rep. Hal Holman Co. President & General Manager, Les Biederman. **WTCM** Traverse City, **WATT** Cadillac, **WATZ** Alpena, **WMBN** Petoskey, **WATC** Gaylord. (All in Michigan.)

	SB	1M	5M	15M	30M	1 Hr
D		14.80	29.60	74.00	111.00	185.00
N		14.80	29.60	74.00	111.00	185.00

Personality Stations

WJLS Bldg., Beckley, W. Va. Rep. Weed & Co. Pres., Joe L. Smith, Jr. **WKNA** Charleston, W. Va., **WJLS** Beckley, W. Va., **WKWK** Wheeling, W. Va.

	SB	1M	5M	15M	30M	1 Hr
D	22.90	25.43	39.75	73.80	110.70	184.50
N	29.90	33.12	61.05	114.50	171.75	286.25

Pine Tree Group

Offices North Eastern Broadcasting System, John Hancock Bldg., Boston, Mass. Rep. Kettell-Carter. **WABI** Bangor, **WLAM** Lewiston-Auburn, **WPOR** Portland, **WTVL** Waterville (All in Maine).

D	26.00	26.00	44.00	88.00	132.00	220.00
N	41.50	41.50	68.40	136.80	205.20	342.00

Rebel Network

P. O. Box 2171, Jackson, Miss. Rep. Hollingbery, Business Manager, Frank Gentry. **WJDX** Jackson, **WAML** Laurel, **WGCM** Gulfport, **WFOR** Hattiesburg, **WTOK** Meridian.

D		23.60	40.92	74.40	112.80	191.20
N		36.10	62.75	122.88	192.96	321.60

(Continued on page 8E)

SERVICE
can save your SHOW

Allied's closer personal service, coast to coast, helps you get the most from time, talent and money spent on your transcriptions.

Invite an Allied representative to your office. Let him tell you why so many more producers always specify Allied for their complete record requirements.

ALLIED
RECORD MANUFACTURING CO.
17 Years of Record Service

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BMI offers THESE PROGRAM AIDS TO THE BROADCASTER

BMI services, are all designed to aid the broadcaster, and are available to every BMI-licensed station. Check with your music librarian or program director for this material.

CONTINUITY SCRIPTS Music programs that sell... ready for immediate use... smooth, well-written continuity for a variety of purposes:

ACCORDING TO THE RECORD (Five-minutes, daily)
SPOTLIGHT ON A STAR (Five-mins., five times weekly)
INSIDE STORY (15-minutes, three times weekly)
SPECIAL EVENTS (half-hour, on periodic natl. events)

COPYRIGHT RESEARCH Thorough, up-to-the-minute information on music clearance... a complete basic catalogue and regular supplements of newly published music provided at all times.

BMI PIN UP SHEETS Convenient and timely reference to the current song leaders... pop hits, folk favorites, rhythm and blues winners... issued monthly.

NEWSLETTER Personal monthly message to the BMI family. An exchange of radio and music ideas.

BMI MUSIC MEMO Monthly informational bulletin... the radio man's guide to BMI music... contains Recordata and Pin Up Patter.

DISC DATA Valuable reference of vital statistics on the nation's popular recording artists.

PROGRAM DIRECTORS' CLINIC Practical application of music in programming... with instruction in building and maintaining an efficient music library.

RECORD REPORT Forecast of tomorrow's song hits... weekly facts about BMI-licensed tunes coming up.

HOLIDAY MUSIC Suggestions of appropriate music for seasonal holiday occasions.

MUSIC DISTRIBUTION Music of every type, published by BMI and affiliated publishers, and occasionally records, mailed to stations.

BRIDGES, MOODS, INTERLUDES Classified and cross-indexed reference book of tunes to fit background requirements... supplementary material furnished regularly.

PERFORMINDEX Handy, time-saving catalogue of most-performed BMI-licensed titles.

CATEGORICAL INDEX Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

When it's BMI it's Yours!

Regional Networks

(Continued from page 8C)

Rocky Mountain Broadcasting System

29 South State St., Salt Lake City, Utah. Rep. George P. Hollingbery Co., Vice President-Sales, S. J. Schile. **KUTA** Salt Lake City, Utah, **KCSU** Provo, Utah, **KVOG** Odgen, Utah, **KLAS** Las Vegas, Nevada, **KGEM** Boise, Idaho, **KLIX** Twin Falls, Idaho, **KBIO** Burley, Idaho, **KWIK** Pocatello, Idaho, **KIFI** Idaho Falls, Idaho, **KMON** Great Falls, Mont., **KOPR** Butte, Mont., **KOOK** Billings, Mont.

	SB	1M	5M	15M	30M	1 Hr
D	57.25	57.25	87.50	162.00	250.00	425.00
N	87.50	87.50	132.50	250.00	375.00	650.00

Rural Radio Network, Inc.

118 North Tioga St., Ithaca, N. Y. Gen. Mgr. Michael R. Hanna. **WVBT** Bristol Center, N. Y., **WHDL-FM** Olean, N. Y., **WHCU-FM** Ithaca, N. Y., **WHLD-FM** Niagara Falls, N. Y., **WWNY-FM** Watertown, N. Y., **WVCV** Cherry Valley, N. Y., **WHVA** Poughkeepsie, N. Y., **WVCN** DeRuyter, N. Y., **WMSA-FM** Massena, N. Y., **WRUN-FM** Utica-Rome, N. Y., **WFNF** Wethersfield, N. Y., **WFLY** Troy, N. Y., **WQAN-FM** Scranton, Pa.

D	23.63	35.43	47.25	94.50	141.40	236.25
N	31.50	47.25	63.00	126.00	189.00	215.00

South Central Quality Network

Comprising **WMC** Memphis, **KARK** Little Rock, **KWKH** Shreveport, **WJDX** Jackson, Miss., **WSMB** New Orleans. Special hookup of any or all available at combined rates of each station, plus line charges. Headquarters, each station.

Southwest Network

201-205 Radio Bldg., El Paso, Tex. Rep. Taylor Co., President Dorrance D. Roderick, **KROD** El Paso, Tex., **KAVE** Carlsbad, N. M., **KSIL** Silver City, N. M., **KOSA** Odessa, Tex., **KWEW** Hobbs, N. M., **KGFL** Roswell, N. M.

	SB	1M	5M	15M	30M	1 Hr
D		41.25	74.75	114.00	171.00	285.00
N		58.00	102.00	160.00	240.00	400.00

Texas Broadcasting System

Herald Square, Dallas, Texas. General Manager Clyde W. Rembert. **KRLD** Dallas, **KABC** San Antonio, **KTRH** Houston.

D	241.00	361.50	600.00
N	457.00	685.00	1140.00

Texas Quality Network

Correspondence or orders may be addressed to any of stations listed. Rep. Petry. **WFAA** Dallas-Fort Worth, **WOAI** San Antonio, **KPRC** Houston.

	SB	1M	5M	15M	30M	1 Hr
D				282.80	435.00	725.00
N				474.00	729.00	1215.00

Texas State Network, Inc.

1201 W. Lancaster Ave., Fort Worth 1, Texas. Rep. Weed & Co. President & General Manager Gene L. Cagle. **KRBC** Abilene, **KNOW** Austin, **KBST** Big Spring, **KBWD** Brownwood, **WRR** Dallas, **KFJZ** Fort Worth, **KGVL** Greenville, **KTHT** Houston, **KCMC** Texarkana, **KFRO** Longview, **KCRS** Midland, **KRIO** McAllen, **KPLT** Paris, **KGKL** San Angelo, **KMAC** San Antonio, ***KABC** San Antonio, **KRRV** Sherman, **WACO** Waco. (All in Texas). For rates consult Texas State Network, Inc. *Only one San Antonio station to be scheduled.

Tobacco Network Inc.

P. O. Box 1988, Raleigh, N. C. Rep. Forjoe. Sales Manager R. K. Scott. **WRAL** Raleigh, **WTIK** Durham, **WFNC** Fayetteville, **WGNI** Wilmington, **WHIT** New Bern, **WGTC** Greenville, **WCEC** Rocky Mount, **WJNC** Jacksonville.

D*	25.00	40.00	60.00	80.00	120.00	200.00

*(Class A)

Transit Radio Inc.

Chrysler Bldg., New York, N. Y., H-R Representatives, Inc.

	Class A Rush Hrs.	Class B Shop'g Hrs.	Daily Riders
Bradbury Heights, Md.			
WBUZ (FM)	1.44	1.25	21,957
Cincinnati, Ohio			
WCTS	25.00	12.50	411,696
Des Moines, Iowa			
KCBC-FM	5.00	4.00	89,670
Flint, Mich., **WAJL**	5.00	3.50	132,888
Jacksonville, Fla.,			
WJHP-FM	9.00	5.00	116,060
Kansas City, Mo.,			
KCMO-FM	17.00	10.00	427,151
Omaha, Nebr.,			
KBON-FM	4.00	2.00	58,858
Pittsburgh, Pa.,			
WKJF	10.00	8.00	98,069
St. Louis, Mo.			
KXOK-FM	30.00	18.00	617,836
Tacoma, Wash., **KTNT**	7.00	5.00	81,940
Trenton, N. J.,			
WTOA (FM)	4.50	3.75	80,997
Washington, D. C.			
WWDC-FM	16.50	12.00	467,800
Worcester, Mass.,			
WGTR-FM	8.00	5.00	127,269

Tri City Network Inc.

4646 S. State, Murray, Utah. Pres. Bob Davies, **KMUR** Murray, **KVOG** Ogden, **KCSU** Provo (All in Utah). Consult Tri City Network Inc. for rates.

Tri-W Network

Bankhead Long Bldg., Jasper, Ala. President W. W. Bankhead. **WWWB** Jasper, **WWWF** Fayette, **WWWR** Russellville. (All in Alabama.)

	SB	1M	5M	15M	30M	1 Hr
D		2.25	4.00	8.00	15.00	20.00
N		2.25	4.00	8.00	15.00	20.00

United Broadcasting Co.

1143 Connecticut Ave., Washington, D. C. Mgr. Richard Eaton. **WOOK** Silver Spring, **WSID** Baltimore, **WARK** Hagerstown, **WANT** Richmond, **WFAN** Washington.

D	20.00	30.00	50.00	95.00	150.00	250.00

Union Broadcasting System

136 State St., P. O. Box 1520, Albany, N. Y. Rep. Joseph Hershey McGillvra, Inc. General Manager Jim Healey. **WOKO** Albany, **WXRA** Buffalo, **WWSC** Glens Falls, **WHUC** Hudson, **WKIP** Poughkeepsie, **WKOP** Binghamton, **WGAT** Utica, **WICY** Malone, **WNBZ** Saranac Lake, **WCSS** Amsterdam, **WENT** Gloversville,, **WKNY** Kingston, **WDOS** Oneonta, **WELM** Elmira, **WOLF** Syracuse, **WEAV** Plattsburg. (All in New York). **WACE** Chicopee, **WVOM** Boston, **WBEC** Pittsfield, **WALE** Fall River. (All in Mass.) **WSYB** Rutland, Vt., **WJOY** Burlington, Vt., **WTOR** Torrington, Conn., **WWCO** Waterbury, Conn., **WFAU** Augusta, Me., **WJOR** Bangor, Me., **WKNE** Keene, N. H.

D			600.00	1000.00	1200.00	
N			900.00	1400.00	1750.00	

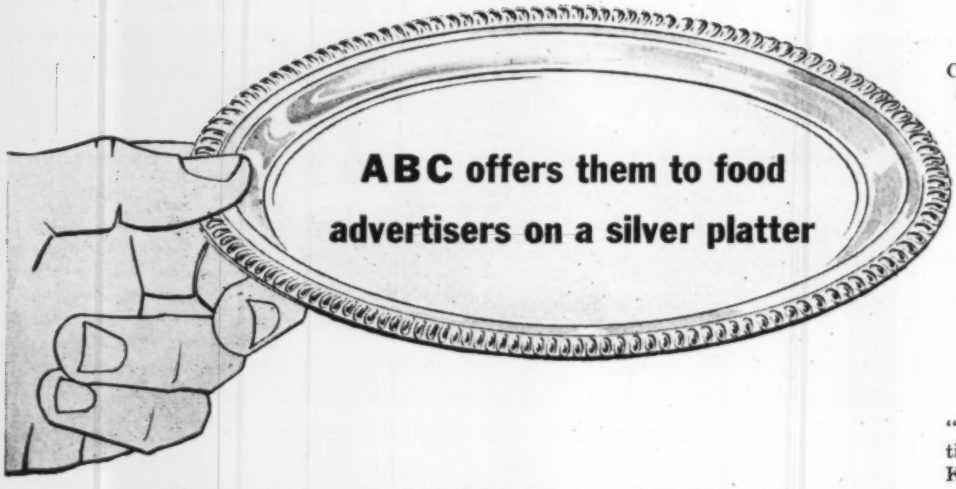
(Continued on page 8G)

WWRL
NEW YORK

Powerfully Selling America's Greatest Market at the Lowest Cost. Tops in New York for
Spanish, German, Czechoslovakian, Greek, Swiss, Hungarian, Lithuanian, Ukranian, French, Syrian, Russian, Polish
and the Negro *Market*

5,000 WATTS **NEwtown 9-3300** **1600 Kc**

5 HOT COOKING SHOWS in 5 HOT TV MARKETS



Here's what's on the fire: ABC's 5 owned television stations are located in 5 of the 7 top markets in the nation. Right now, they have the BEST cooking show on the air in each of these cities. Participating spots are occasionally available in one or more of the five.

IMPORTANT! Attention national-program spot buyers—ABC can usually provide better prime time on a guaranteed basis than other stations in the same city.

ABC **OWNED TELEVISION STATIONS**

American Broadcasting Company

7 West 66th Street, New York
TRafalgar 3-7000

WJZ-TV NEW YORK

Dione Lucas

12:30-1:00 PM—Mon., Tues., Wed., Fri.

This program, conducted by one of the world's most distinguished cooking authorities, has been expanded three times in less than a year by audience and advertiser demand! Recently sold 4,000 cookbooks at $3 each with on-the-air announcements!

WENR-TV CHICAGO

Beulah Karney

1:00-1:30 PM—Tues. and Thurs.

Chicago's famous homemaking authority, on radio for over 14 years, knows every trick in the cookbook, every household shortcut. Her technique of "selling with friendship" has resulted in an extraordinarily high percentage of long-term advertiser renewals.

WXYZ-TV DETROIT

Edythe Fern Melrose

11:00-12:00 Noon—Mon., Wed., Thurs., Fri.

"The Lady of Charm" is a major institution in Detroit broadcasting. Her "Charm Kitchen," on the air four days a week, gives an advertiser everything he needs to reach Detroit's large cooking audience. Mail returns average 1,500 per week!

KGO-TV SAN FRANCISCO

Julia Hindley

1:00-2:00 PM—Mon. thru Fri.

Julia Hindley brings one of the most impressive home-economics backgrounds in the country to her daily "Food Fare" program. Show emphasizes the entertainment aspects of cooking and smooth integration of commercials.

KECA-TV LOS ANGELES

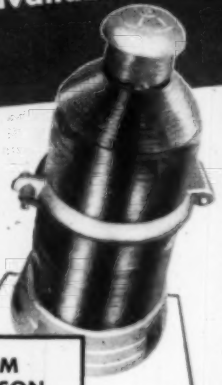
Grace Lawson

12:00-1:30 PM—Mon. thru Fri.

"Adventures in Food" with Grace Lawson has received about 50,000 pieces of mail so far! Interesting guests and Grace Lawson's droll sense of humor make the show good viewing even for the non-cook —and a great spot for a food advertiser!

TOWER LIGHTING EQUIPMENT in *Complete Kits* is now available through...

H&P



150 TO 900 FOOT TOWERS

Everything needed for ANY tower

EXPOSED or CONDUIT WIRED

Don't let lack of some critical item hold-up completion of YOUR JOB!

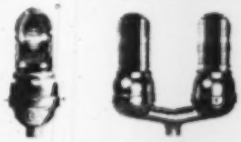
H&P Lighting equipment, consistently specified by outstanding electronic engineers, is furnished as standard equipment by most leading tower manufacturers.

300 MM CODE BEACON

Patented ventilator dome circulates the air, assures cooler operation, longer lamp life. Concave base with drainage at lowest point.

COMPLETE LIGHTING KITS

SAVE... Purchasing time! Erection time! Completion time!



Single and Double Obstruction Lights

Designed for standard A-21 traffic signal lamps. Prismatic globes meet CAA specifications.

"PECA" Series Photo-Electric Control

Lights automatically, if any part fails.

SF-30-E Code Flasher

Electronically operated. Designed exclusively for Tower Lighting. "Fail-Safe" and dust-proof.

Send for FREE catalog

Gives complete bill of material for each of our 7 kits, with itemized costs.

PROMPT SERVICE AND DELIVERY

Order through your jobber or Tower Manufacturer. We will send his name on request.

HUGHEY & PHILLIPS

TOWER LIGHTING DIVISION

4075 BEVERLY BOULEVARD

LOS ANGELES 4, CALIF.

Regional Networks

(Continued from page 8E)

Upper Midwest Broadcasting System

935 Northwestern Bank Bldg., Minneapolis, Minn. Rep. Orville Lawson & Assoc. **KXRA** Alexandria, **KAUS** Austin, **KBUN** Bemidji, **KLIZ** Brainerd, **KROX** Crookston, **WEVE** Eveleth, **KDHL** Faribault, **KSUM** Fairmont, **KGDE** Fergus Falls, **CKFI** Int'l Falls-Ft. Francis, **KLER** Rochester, **KFAM** St. Cloud, **KWLM** Willmar, **KWNO** Winona. (All in Minnesota). **KDLR** Devils Lake, **KDIX** Dickinson, **KVOX** Fargo-Moorhead, **KILO** Grand Forks, **KGCU** Mandan-Bismarck, **KLPM** Minot, **KOVC** Valley City, **KGCX** Williston-Sydney (All in North Dakota). **WIKB** Iron River, **WJMS** Ironwood, **WJPD** Ishpeming (All in Michigan.) **KSDN** Aberdeen, **KIJV** Huron, **KORN** Mitchell, **KIHO** Sioux Falls, **KWAT** Watertown (All in South Dakota). **WATW** Ashland, **WBIZ** Eau Claire, **WJPG** Green Bay, **WLCX** La Crosse, **WLDY** Ladysmith, **WIBU** Madison-Paynette, **WLIN** Merrill-Wausau, **WOBT** Rhinelander, **WTCH** Shawano, **WFHR** Wisconsin Rapids. (All in Wisconsin.)

	SB	1M	5M	15M	30M	1 Hr
D	157.00	184.00	353.00	700.00	1065.00	1765.00
N	213.00	252.00	500.00	1004.00	1524.00	2532.00

West Texas Packaged Stations

Radio Station KGKL, St. Angelus Hotel, San Angelo, Tex. Rep. John E. Pearson Co. **KRBC** Abilene, **KGKL** San Angelo, **KBST** Big Spring, **KTRN** Wichita Falls, **KCBD** Lubbock, **KCRS** Midland.

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

Wisconsin Network Inc.

Nash Block, Wisconsin Rapids, Wis., Managing Director, George T. Frechette. **WIBU** Madison-Paynette, **WCLO** Janesville, **WRJN** Racine, **KFIZ** Fond du Lac, **WHBL** Sheboygan, **WHBY** Appleton, **WJPG** Green Bay, **WFHR** Wisconsin Rapids, **WGEZ** Beloit.

	SB	1M	5M	15M	30M	1 Hr
D		46.08	69.00	127.80	194.40	324.00
N		57.60	86.25	159.75	243.00	405.00

Wolverine Network Inc.

740 Keeler Bldg., Grand Rapids 2, Mich. President Ray C. Kelley. **WFUR** Grand Rapids, **WKNX** Saginaw, **WFDF** Flint, **WILS** Lansing, **WELL** Battle Creek, **WIBM** Jackson, **WKBZ** Muskegon, **WHLS** Port Huron, **WTCM** Traverse City, **WKLA** Ludington, **WATT** Cadillac, **WATZ** Alpena, **WMBN** Petoskey, **WHDF** Calumet, **WDBC** Escanaba, **WDMJ** Marquette, **WJMS** Ironwood, **WIKB** Iron Mountain, **WJBK** Detroit, **WGFG** Kalamazoo (All in Michigan). **WMAM** Marinette, Wis. Consult Wolverine Network, Inc. for rates.

Yankee Network

21 Brookline Ave., Boston 15, Mass., General Manager Linus Travers. **WNAC** Boston, **WFAU** Augusta, **WCOU** Lewiston-Auburn, **WDEV** Waterbury, **WMTW** Portland, **WIDE** Biddeford, **WLNH** Laconia, **WSYB** Rutland, **WKXL** Concord, **WHEB** Portsmouth, **WLLH** Lowell-Lawrence, **WHAI** Greenfield, **WEIM** Fitchburg, **WBRK** Pittsfield, **WHYN** Holyoke-Springfield, **WAAB** Worcester, **WWON** Woonsocket, **WEAN** Providence, **WOCB** Hyannis, **WNBH** New Bedford, **WALE** Fall River, **WONS** Hartford, **WWCO** Waterbury, **WNLC** New London, **WICC** Bridgeport.

	5M	10M	15M	30M	1 HR.
D	252.00	378.00	504.00	756.00	1260.00
N	504.00	756.00	1008.00	1512.00	2520.00

Participation in The Yankee Network News per announcement: 155.00, Daytime; 310.00, Night.

Z-Net

Box 1956, Butte, Mont. Manager Arne E. Anzjon. **KXLF** Butte, **KXLK** Great Falls, **KXLJ** Helena, **KXLQ** Bozeman, **KXLL** Missoula. All in Montana.

D	17.00	17.00	30.00	40.00	80.00	160.00
N	17.00	17.00	30.00	40.00	80.00	160.00

The producers of - -

— — transcribed musical radio and or television announcements for such leaders of American industry as GENERAL ELECTRIC, PEPSI-COLA, SEALTEST, BENRUS WATCH, BLOCK DRUG, MOHAWK CARPET MILLS, ST. JOSEPH ASPIRIN, BLUE COAL, SHELL OIL, FEDDERS-QUIGAN ROOM AIR-CONDITIONERS, WILLIAM W. LEE & COMPANY, SONOTONE, BOVRIL, SEALY MATTRESS COMPANY, NATIONAL PRESSURE COOKER COMPANY, LACKAWANNA RAILROAD, and, literally, a host of others, are ready to go to work for YOU.

Nelson Ideas, Inc.

Schenectady and New York City

ALABAMA

MARKET INDICATORS FOR ALABAMA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,061,743	'50	2,832,961	'40
% of U. S.	2.0%	'50	2.15%	'40
Homes	785,869	'50	650,710	'40
Percent Radio	82.7%	'50	49.4%	'40
Radio Homes	649,914	'50	321,671	'40
Retail Sales	$1,743,086,000	'50	1,631,403,000	'48
Retail Trade Employes	91,366	'48	54,774	'39
Wholesale Sales Volume	$1,641,053,000	'48	415,700,000	'39
Wholesale Trade Employes	26,007	'48	14,636	'39
Manufacturing Employment (Mid-March)	.....	..	223,486	'47
Manufacturing Taxable Payrolls (1st Quarter)	.....	..	$108,826,000	'47
Income	$2,313,000,000	'49	763,000,000	'40
Percent distribution	1.17%	'49	1%	'40
Per Capita Income	$ 773	'49	268	'40
Percent of national per capita income	58%	'49	47%	'40
New Construction (Private)	$ 143,900,000	'47	35,600,000	'39
Residential	$ 60,700,000	'47	16,300,000	'39
Non-Residential	$ 49,200,000	'48	8,900,000	'39
Automobile Registration	685,812	'50	541,993	'48
Telephones	423,800	'50	213,800	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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SPOT RATE FINDER

ALBERTVILLE, Marshall, 11,688 homes, 84.3% radio, 9,853 radio homes.
WAVM, 500w-D, 630kc

	SB	1M	5M	15M	30M	1 Hr
D	2.25	2.95	6.50	11.80	17.50	29.50

WAVU-FM, Chan. 286, 105.1mc, 4.7kw, Bonus

ALEXANDRIA CITY, Tallapoosa, 8,988 homes, 83.3% radio, 7,487 radio homes.
WRFS, 1kw-D, 1050kc, Sears & Ayers

D	4.00	5.00	12.00	24.00	36.00	60.00

WRFS-FM, Chan. 291, 106.1mc, 4.6kw, Sears & Ayer (Bonus daytime only)

N	2.00	2.50	6.00	12.00	18.00	30.00

ANDALUSIA, Covington, 10,730 homes, 77.8% radio, 8,348 radio homes.
WCTA, 250w, 1340 kc, MBS

D	2.00	3.75	6.00	10.00	18.00	30.00
N	2.50	5.00	10.00	20.00	30.00	50.00

WCTA-FM, Chan. 251, 98.1mc, 10.5kw (Rates on request)

ANNISTON, Calhoun, 19,859 homes, 83.5% radio, 16,582 radio homes.
WHMA, 250w, 1450kc, ABC, Sears & Ayer

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WHMA-FM, Chan. 263, 100.3mc, 3.6kw, Sears & Ayer (Bonus)

WSPC, 1kw, 1390kc

D	1.50	3.00	4.50	9.37	18.75	35.00
N	3.00	6.00	9.00	18.75	37.50	70.00

ATHENS, Limestone, 8,584 homes, 75.3% radio, 3,727 radio homes.
WJMW, 250w-D, 1010kc, LBS

D	4.00	4.00	10.00	20.00	30.00	60.00

ATMORE, Escambia, 7,660 homes, 78.4% radio, 6,005 radio homes.
WATM, 1kw-D, 1580kc

D		5.75	8.50	15.60	23.50	37.50

AUBURN, Lee, 11,318 homes, 77.2% radio, 8,737 radio homes.
WAUD, 250w, 1230kc, LBS, Devney

D	2.50	4.00	7.50	15.00	27.00	45.00
N	2.50	4.00	7.50	15.00	27.00	45.00

BESSEMER, Jefferson, 148,615 homes, 89.2% radio, 132,565 radio homes.

2 AM non-affiliates, average 1-time rate

D	6.50	6.50	11.00	20.00	34.00	67.50
N	6.50	6.50	11.00	20.00	34.00	67.50

WBCO, 250w, 1450kc

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WJLD, 250w, 1400kc, Hooper

D	8.00	8.00	12.00	20.00	38.00	75.00
N	8.00	8.00	12.00	20.00	38.00	75.00

WJLN (FM) Chan. 284, 104.7mc, 23kw (See Birmingham, Ala., listing)

BIRMINGHAM, Jefferson, 148,615 homes, 89.2% radio, 132,565 radio homes.

4 AM affiliates, average 1-time rate

D	12.83	14.12	23.44	38.50	57.60	96.25
N	22.67	24.75	43.75	72.00	108.00	180.00

3 AM non-affiliates, average 1-time rate

D	6.00	12.33	22.17	44.67	73.33	116.67

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WAPI, 5kw, 1070kc, CBS, Radio Sales, BMB

	SB	1M	5M	15M	30M	1 Hr
D	14.00	16.00	20.00	40.00	60.00	100.00
N	28.00	32.00	40.00	80.00	120.00	200.00

WAFM(FM), Chan. 258, 99.5mc, 1kw, Radio Sales

D	7.00	8.00	9.00	13.50	30.00	50.00
N	14.00	16.00	18.00	22.50	50.00	80.00

WAFM-TV, Chan. 13, 13.6kw-aur., 26kw-vis.

D	37.50	37.50	67.50	90.00	135.00	225.00
N	50.00	50.00	90.00	120.00	180.00	300.00

WBRC, 5kw, 960kc, NBC, Raymer, BMB

D	17.00	17.00	30.00	44.00	66.00	110.00
N	30.00	30.00	60.00	88.00	132.00	220.00

WBRC-TV, Chan. 4, 7.25kw-aur., 14.25kw-vis., NBC, DuMont

D	30.00	30.00	46.88	75.00	112.50	187.50
N	50.00	50.00	90.00	120.00	180.00	300.00

WEDR, 1kw-D, 1220kc, McGillvra

D		10.00	17.50	30.00	60.00	120.00

WJLN (FM), Chan. 284, 104.7 mc. 23 kw

D	5.00	5.00	9.00	12.00	25.00	45.00
N	5.00	5.00	9.00	12.00	25.00	45.00

WKAX, 1kw-D, 900kc, Holman

D	6.00	12.00	12.00	30.00	60.00	100.00

WSGN, 5kw-D, 1kw-N, 610kc, ABC, Headley-Reed

D		16.00	25.00	40.00	60.00	100.00
N		27.00	50.00	80.00	120.00	200.00

WSGN-FM, Chan. 229, 93.7mc, 55kw Bonus

WTNB, 250w, 1490kc, MBS

D	7.50	7.50	18.75	30.00	45.00	75.00
N	10.00	10.00	25.00	40.00	60.00	100.00

WVOK, 50kw-D, 690kc, BMB

D		15.00	37.00	74.00	100.00	130.00

BREWTON, Escambia, 7,660 homes, 78.4% radio, 6,005 radio homes.
WEBJ, 250w, 1240kc, MBS

D	2.50	2.50	6.75	12.25	24.00	45.00
N	2.50	2.50	6.75	12.25	24.00	45.00

CLANTON, Chilton, 7,006 homes, 80.5% radio, 5,640 radio homes.
WKLF, 1kw-D, 980kc, Clark

D	4.00	4.00	7.50	15.00	22.50	37.50

CULLMAN, Cullman, 12,068 homes, 84.7% radio, 10,222 radio homes.
WFMH, 1kw-D, 1300kc

	2.65	2.65	6.60	9.55	16.60	30.00

WFMH-FM, Chan. 265, 100.9mc, 0.43kw Bonus with AM until LS. FM only after LS 40% day rate.
WKUL, 250w, 1340kc

D	1.50	2.95	7.40	10.65	18.65	33.30
N	1.50	2.95	7.40	10.65	18.65	33.30

DECATUR, Morgan, 14,059 homes, 85.3% radio, 11,992 radio homes.
WHOS, 1kw-D, 800kc

D	3.90		6.50	13.00	19.50	39.00

WMSL, 250w, 1400kc, MBS, Crossley

D	2.00	3.00	5.00	10.00	15.00	30.00
N	2.00	3.00	5.00	10.00	15.00	30.00

DEMOPOLIS, Marengo, 7,418 homes, 73.5% radio, 5,452 radio homes.
WXAL, 250w, 1400kc, MBS, KBS

D	4.00	4.00	7.50	19.00	26.00	40.00
N	4.00	4.00	7.50	19.00	26.00	40.00

DOTHAN, Houston, 12,444 homes, 84.0% radio, 10,453 radio homes.

2 AM affiliates, average 1-time rate

D	3.25	3.25	6.00	12.20	21.00	35.00

WAGF, 1kw, 1320kc, MBS, McGillvra

D	3.00	3.00	5.00	10.00	18.00	30.00
N	(Rates on request)					

* * *

WDIG, 250w, 1450kc, ABC, Cummings, Schepp-Reiner

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	7.00	14.40	24.00	40.00
N	6.00	6.00	10.00	21.60	36.00	60.00

WOOF, 1kw-D, 560kc, Sears & Ayer, BMB

D	2.00	2.00	3.50	6.50	9.50	15.50

ENTERPRISE, Coffee, 8,049 homes, 78.4% radio, 6,310 radio homes.
WIRB, 250w, 1230kc (Rates not available)

EUFAULA, Barbour, 7,284 homes, 74.8% radio, 5,448 radio homes.
WULA, 250w, 1240kc, MBS, Dobson, Crossley

D	3.50	3.50	7.00	14.00	21.00	35.00
N	3.50	3.50	7.00	14.00	21.00	35.00

FAYETTE, Fayette, 4,899 homes, 81.4% radio, 3,988 radio homes.
WWWF, 1kw-D, 990kc

D	3.50	3.50	7.50	15.00	25.00	35.00

FLORENCE, Lauderdale, 14,039 homes, 82.6% radio, 11,596 radio homes.
WJOI, 250w, 1340kc, ABC, Conlan

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WMFT, 250w, 1240kc

D	2.99	2.99	6.50	10.40	18.20	31.20
N	2.99	2.99	6.50	10.40	18.20	31.20

FORT PAYNE, DeKalb, 11,522 homes, 83.6% radio, 9,632 radio homes.
WFPA, 250w, 1400kc, MBS

D	2.00		5.00	10.00	17.00	30.00
N	2.00		5.00	10.00	17.00	30.00

WZOB, 1kw-D, 1250kc

D		2.00	5.00	10.00	17.50	32.00

GADSDEN, Etowah, 24,609 homes, 87.4% radio, 21,508 radio homes.

2 AM affiliates, average 1-time rate

D		3.50	5.37	12.00	21.00	37.50
N		5.75	8.37	20.00	36.50	62.50

2 AM non-affiliates, average 1-time rates

D		3.80	7.80	15.60	23.40	39.00

WETO, 1kw-D, 930kc, McGillvra

D		3.60	7.60	15.20	22.80	38.00

WGAD, 5kw-D, 1kw-N, 1350kc, ABC, General Advertising Service

D		3.60	5.25	12.00	21.00	36.00
N		6.00	8.75	20.00	35.00	60.00

WGWD, 1kw-D, 570kc, Dora-Clayton

D		4.00	8.00	16.00	24.00	40.00

WJBY, 250w, 1240kc, MBS, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D		3.40	5.50	12.00	21.00	39.00
N		5.50	8.00	20.00	38.00	65.00

WJBY-FM, Chan. 279, 103.7mc, 1.5kw

GREENVILLE, Butler, 7,302 homes, 77.2% radio, 5,637 radio homes.
WGYV, 250w, 1400kc, LBS

D	1.50	3.00	3.50	6.30	18.00	30.00

GUNTERSVILLE, Marshall, 11,688 homes, 84.3% radio, 9,853 radio homes.
WGSV, 1kw-D, 1270kc

D	3.00	4.00	6.50	12.00	18.00	30.00

HALEYVILLE, Winston, 4,492 homes, 83.2% radio, 3,737 radio homes.
WJBB, 250w, 1230kc, MBS

D	2.00		5.00	12.00	18.00	30.00
N	2.00		5.00	12.00	18.00	30.00

HAMILTON, Marion, 6,833 homes, 83.1% radio, 5,678 radio homes.
WERH, 1kw-D, 970kc, McGillvra

D	5.00	6.00	12.00	24.00	36.00	60.00

HUNTSVILLE, Madison, 18,046 homes, 84.8% radio, 15,303 radio homes.

3 AM affiliates, average 1-time rate

D	3.33	3.33	5.83	12.12	21.58	38.33
N	5.00	5.00	10.00	19.25	33.83	60.00

WBHP, 250w, 1230kc, MBS

D	3.00	3.00	5.00	15.00	28.00	50.00
N	3.00	3.00	5.00	15.00	28.00	50.00

WFUN, 250w, 1450kc, Liberty

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WHBS, 250w, 1490kc, ABC, Headley-Reed

D	4.00	4.00	8.00	12.00	18.00	30.00
N	6.00	6.00	16.00	24.00	36.00	60.00

WHBS-FM, Chan. 236, 95.1mc, 16kw, Headley-Reed, Bonus

JACKSON, Clarke, 6,566 homes, 78.0% radio, 5,121 radio homes.
WPBB, 1kw-D, 1290kc

D	4.00	4.00	7.50	19.00	26.00	40.00

JASPER, Walker, 15,853 homes, 85.8% radio, 13,602 radio homes.
WWWB, 250w, 1240kc

D		3.50	7.50	15.00	25.00	35.00
N		3.50	7.50	15.00	25.00	35.00

MOBILE, Mobile, 62,505 homes, 83.5% radio, 52,192 radio homes.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.33	9.50	11.26	22.50	35.25	58.75
N	13.50	13.50	21.50	44.00	66.00	110.00

WABB, 5kw, 1480kc, ABC, MBS, Branham, Hooper

D	9.00	9.00	11.00	22.00	33.00	55.00
N	12.00	12.00	22.00	44.00	66.00	110.00

WABB-FM, Chan. 271, 102.1mc, 50kw, Branham, Bonus

WALA, 5kw, 1410kc, NBC, Headley-Reed

D	10.00	10.00	11.25	24.00	36.00	60.00
N	15.00	15.00	22.50	48.00	72.00	120.00

WKAB, 1kw-D, 840kc, LBS, Dodson

D	6.00		10.80	24.00	36.00	60.00

WKRG, 1kw-D, 250w-N, 710kc, CBS, Young

D			12.00	20.00	36.00	60.00
N			20.00	40.00	60.00	100.00

WKRG-FM, Chan. 260, 99.9mc, 3kw, Bonus

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

MONTEVALLO, Shelby, 7,636 homes, 84.3% radio, 6,437 radio homes.

WNDI, 250w-D, 730kc
(CP)
(No rates available)

MONTGOMERY, Montgomery, 37,457 homes, 80.2% radio, 30,041 radio homes.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.83	7.00	11.50	19.75	36.00	60.00
N	9.67	9.75	19.00	38.25	60.00	100.00

WAPX, 1kw, 1600kc, ABC, Walker, Conlan & Hooper

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WCOV, 250w, 1240kc, CBS

D	5.50	5.50	10.00	19.00	36.00	60.00
N	9.00	9.00	16.00	33.00	60.00	100.00

WCOV-FM, Chan. 233, 94.5mc, 4.1kw, Bonus

WJJJ, 10kw-D, 1kw-N, 1170kc, MBS, Weed

D		7.50	12.00	20.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

WMGY, 1kw-D, 800kc

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WSFA, 5kw-D, 1kw-N, 1440kc, NBC, Headley-Reed, Conlan

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MUSCLE SHOALS, Colbert, 10,108 homes, 83.3% radio, 8,420 radio homes.

WLAY, 250w, 1450kc, MBS, Devney, BMB

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

* * *

OPELIKA, Lee, 11,318 homes, 77.2% radio, 8,737 radio homes.

WJHO, 250w-D, 100w-N, 1400kc, MBS, KBS

	SB	1M	5M	15M	30M	1 Hr
D	2.50	4.00	7.50	15.00	27 00	45.00
N	2.50	4.00	7.50	15.00	27.00	45.00

ROANOKE, Randolph, 5,744 homes, 81.2% radio, 4,664 radio homes.

WELR, 1kw-D, 1360kc, Dodson

D	2.25	2.25	5.40	9.00	15.00	30.00

RUSSELLVILLE, Franklin, 6,600 homes, 81.3% radio, 5,366 radio homes.

WWWR, 1kw-D, 920kc, KBS

D	2.50	3.50	7.50	15.00	25.00	35.00

SCOTTSBORO, Jackson, 9,506 homes, 82.3% radio, 7,823 radio homes.

WCRI, 250w-D, 1050kc, LBS, Tenn. Valley Adv.

D	1.30	2.55	5.20	8.90	13.50	20.25

WROS, 1kw-D, 1330kc
(CP)
(No rates available)

SELMA, Dallas, 14,211 homes, 74.1% radio, 10,530 radio homes.

2 AM affiliates, average 1-time rate

D	4.00	4.00	7.00	14.00	22.00	40.00
N	6.00	6.00	10.00	20.75	33.00	60.00

WGWC, 250w, 1340kc, CBS, Clayton

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WHBB, 250w, 1490kc, MBS, KBS

D			6.00	12.00	20.00	
N			8.00	17.50	30.00	

* * *

SYLACAUGA, Talladega, 15,179 homes, 80.5% radio, 12,219 radio homes.

WFEB, 250w, 1340kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D		4.00	7.00	15.00	20.00	40.00
N		4.00	7.00	15.00	20.00	40.00

WMLS, 1kw-D, 1290kc

D	3.00	3.00	5.00	15.00	30.00	

TALLADEGA, Talladega, 15,179 homes, 80.5% radio, 12,219 radio homes.

WHTB, 250w, 1230kc, MBS, KBS

D	2.85	2.85	7.85	10.70	17.80	35.75
N	2.85	2.85	7.85	10.70	17.80	35.75

TROY, Pike, 7,984 homes, 77.3% radio, 6,172 radio homes.

WTBF, 250w, 1490kc, MBS

D	3.00	3.00	5.00	10.00	18.00	30.00
N	3.00	3.00	5.00	10.00	18.00	30.00

TUSCALOOSA, Tuscaloosa, 21,887 homes, 82.1% radio, 17,969 radio homes.

2 AM affiliates, average 1-time rate

D	4.00	5.00	8.50	18.00	29.50	52.00
N	4.00	5.00	8.50	18.00	29.50	52.00

WJRD, 5kw-D, 1150kc, Walker, LBS

D	5.00	5.00	7.00	12.00	23.00	44.00
N	5.00	5.00	7.00	12.00	23.00	44.00

WTBC, 250w, 1230kc, MBS, Sears & Ayer

D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00

* * *

ALABAMA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Autauga	18,177	20,977	4,616	3,573	77.4	1,408	5,334	2,669*	1,760	649
Baldwin	41,046	32,324	11,907	9,966	83.7	3,587	22,089	8,441*	2,988	1,184
Barbour	28,860	32,722	7,284	5,448	74.8	2,140	11,405	5,864*	3,331	1,215
Bibb	17,955	20,155	4,371	3,702	84.7	2,077	6,966	1,346*	1,937	763
Blount	28,997	29,490	7,340	5,982	81.5	2,767	9,132	6,510*	1,076	362
Bullock	16,075	19,810	4,171	3,053	73.2	932	4,717	2,916*	1,343	409
Butler	29,301	32,447	7,302	5,637	77.2	2,248	13,330	3,071*	3,052	1,132
Calhoun	79,783	63,319	19,859	16,582	83.5	8,619	49,351	2,353*	16,338	8,301
Chambers	39,560	42,146	10,369	8,710	84.0	4,475	10,366	3,922*	9,780	5,454
Cherokee	17,455	19,928	4,331	3,729	86.1	2,478	4,362	6,049*	389	128
Chilton	26,839	27,953	7,006	5,640	80.5	2,778	10,033	3,636*	1,854	635
Choctaw	19,188	20,195	4,523	3,424	75.7	992	5,364	1,259*	1,995	583
Clarke	26,498	27,636	6,566	5,121	78.0	1,805	16,097	1,393*	3,444	1,175
Clay	13,964	16,907	3,644	2,944	80.8	1,440	4,695	1,947*	879	271

(Continued on page 10)

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

Here is Why

WSGN *is the* ***IDEAL*** *Station in (Birmingham) the* ***IDEAL*** *Test Market*!*

1 **BLOCK PROGRAMMING selects a large definable audience with kindred interests. (Ask for information about our Rural Market, Negro Market, Urban Market, etc.)**

2 **MERCHANDISING makes any advertising more successful. WSGN offers powerful promotional and dealer contact aids.**

*** ANNUAL CONSUMER ANALYSIS IN THIS DIVERSIFIED MARKET GIVES RESEARCH A FIRM BASE FOR TEST CAMPAIGNS.**

WSGN-FM, now with 55,000 watts gives advertisers a huge statewide bonus audience.

Both local and regional advertisers purchased more advertising on WSGN in the first seven months of 1951 than at any other similar period during the 25 year history of WSGN.

WSGN — Birmingham

For Complete Details Contact your HEADLEY-REED Representative

ALABAMA RADIO MARKET DATA BY COUNTIES

(Continued from page 9)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Cleburne	11,976	13,629	3,068	2,436	79.4	1,019	2,964	1,887*	649	202
Coffee	30,717	31,987	8,049	6,310	78.4	2,628	10,788	8,766*	2,351	817
Colbert	39,413	34,093	10,108	8,420	83.3	4,453	24,322	4,844*	6,494	3,582
Conecuh	21,807	25,489	5,290	4,121	77.9	1,432	6,517	2,685*	1,733	619
Coosa	11,771	13,460	3,005	2,407	80.1	1,031	3,211	1,085*	972	286
Covington	40,333	42,417	10,730	8,348	77.8	3,768	20,759	6,115*	6,550	2,485
Crenshaw	19,013	23,631	5,351	4,249	79.4	1,644	7,047	4,255*	1,228	339
Cullman	49,050	47,343	12,068	10,222	84.7	5,706	18,492	12,563*	2,793	1,041
Dale	20,830	22,685	5,832	4,578	78.5	2,043	6,816	4,303*	2,073	709
Dallas	55,992	55,245	14,211	10,530	74.1	2,747	31,376	7,773*	7,224	2,540
DeKalb	45,088	43,075	11,522	9,632	83.6	4,787	15,170	11,456*	2,760	1,006
Elmore	31,672	34,546	8,500	6,885	81.0	3,040	12,323	6,057*	4,496	2,314
Escambia	31,463	30,671	7,660	6,005	78.4	2,368	19,849	2,844*	3,559	1,373
Etowah	93,857	72,580	24,609	21,508	87.4	11,387	67,981	3,627*	21,859	12,748
Fayette	19,393	21,651	4,899	3,988	81.4	2,167	7,380	2,933*	2,078	780
Franklin	25,790	27,552	6,600	5,366	81.3	2,630	10,893	3,212*	1,930	806
Geneva	25,928	29,172	6,926	5,465	78.9	2,276	11,300	7,043*	2,843	1,057
Greene	16,580	19,185	4,125	3,044	73.8	646	6,357	2,742*	970	246
Hale	20,828	25,533	4,949	3,727	75.3	1,107	6,063	4,211*	1,030	232
Henry	18,661	21,912	4,368	3,446	78.9	1,517	6,628	6,921*	1,227	346
Houston	46,554	45,665	12,444	10,453	84.0	4,906	32,323	10,217*	5,452	2,418
Jackson	38,795	41,802	9,506	7,823	82.3	3,981	12,550	7,061*	2,407	804
Jefferson	554,186	459,930	148,615	132,565	89.2	86,706	487,401	4,316*	159,249	93,376
Lamar	16,423	19,708	4,285	3,522	82.2	1,859	4,729	3,198*	785	263
Lauderdale	54,183	46,230	14,039	11,596	82.6	5,596	32,131	5,684*	4,342	1,812
Lawrence	27,141	27,880	6,657	5,346	80.3	2,225	5,920	8,373*	299	93
Lee	45,054	36,455	11,318	8,737	77.2	3,214	22,946	3,850*	6,727	2,669
Limestone	35,712	35,642	8,584	6,910	80.5	3,239	14,026	10,476*	1,084	358
Lowndes	18,034	22,661	4,431	3,266	73.7	673	4,593	3,671*	606	134
Macon	30,696	27,654	6,739	5,081	75.4	1,553	9,356	5,040*	1,155	354
Madison	73,032	66,317	18,046	15,303	84.8	8,228	43,809	11,932*	8,726	4,006
Marengo	29,460	35,736	7,418	5,452	73.5	1,535	12,256	4,900*	2,569	858
Marion	27,291	28,776	6,833	5,678	83.1	2,800	9,454	3,237*	1,717	746
Marshall	45,098	42,395	11,688	9,853	84.3	5,265	26,478	9,675*	3,442	1,504
Mobile	228,835	141,974	62,505	52,192	83.5	20,856	168,425	5,761*	58,451	31,767
Monroe	25,722	29,465	6,208	4,848	78.1	1,746	9,873	3,125*	2,483	880
Montgomery	137,512	114,420	37,457	30,041	80.2	15,221	119,900	7,891*	24,885	11,484
Morgan	52,861	48,148	14,059	11,992	85.3	7,011	36,189	7,814*	7,610	3,858
Perry	20,442	26,610	4,843	3,705	76.5	1,117	7,306	3,919*	1,469	472
Pickens	24,359	27,671	6,009	4,777	79.5	2,015	8,529	4,563*	1,873	590
Pike	30,599	32,493	7,984	6,172	77.3	2,700	14,022	8,206*	2,956	1,041
Randolph	22,545	25,516	5,744	4,664	81.2	2,410	8,665	3,164*	2,470	1,067
Russell	40,289	35,775	9,972	7,619	76.4	3,007	9,369	2,618*	1,973	610
St. Clair	26,636	27,336	6,722	5,680	84.5	3,007	9,506	1,665*	3,329	1,880
Shelby	30,375	28,962	7,636	6,437	84.3	3,083	10,337	1,726*	3,096	1,376
Sumter	23,628	27,321	5,600	4,234	75.6	1,128	7,747	3,905*	1,808	573
Talladega	63,788	51,832	15,179	12,219	80.5	4,761	32,118	3,751*	10,558	5,752
Tallapoosa	34,666	35,270	8,988	7,487	83.3	3,850	17,773	2,921*	6,458	3,646
Tuscaloosa	94,017	76,036	21,887	17,969	82.1	8,794	48,859	5,518*	13,353	6,757
Walker	63,653	64,201	15,853	13,602	85.8	8,136	31,168	2,184*	10,451	5,560
Washington	16,612	16,188	3,553	2,764	77.8	951	3,749	992*	966	300
Wilcox	23,451	26,279	5,416	4,024	74.3	1,009	5,657	3,394*	1,827	470
Winston	18,245	18,746	4,492	3,737	83.2	1,771	6,445	2,152*	2,072	715

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

ARIZONA

SPOT RATE FINDER

BISBEE, Cochise, 11,009 homes, 94.9% radio, 10,448 radio homes.

KSUN, 250w, 1230kc, Ariz. Network, MBS, Blair, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.75	6.10	9.00	18.00	27.00	45.00
N	6.30	8.10	9.00	18.00	27.00	45.00

CLIFTON, Greenlee, 3,267 homes, 94% radio, 3,071 radio homes.

KCLF, 250 w, 1400kc, LBS

D	3.00	2.50		10.00	14.40	24.00
N	4.00	3.50		16.50	24.00	40.00

COOLIDGE, Pinal, 12,491 homes, 92.2% radio, 11,517 radio homes.

KCKY, 1kw, 1150kc, CBS

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

DOUGLAS, Cochise, 11,009 homes, 94.9% radio, 10,448 radio homes.

KAWT, 250w, 1450kc, NBC, Ariz. Bcstg. System, Raymer

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	9.00	18.00	27.00	45.00
N	8.00	8.00	12.00	24.00	36.00	60.00

FLAGSTAFF, Coconini, 6,716 homes, 90.6% radio, 6,085 radio homes.

KCLS, 250w, 1340kc

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

KGPH, 250w, 1230kc, LBS

D	2.50	3.50	5.00	10.00	20.00	32.00
N	2.50	3.50	5.00	10.00	20.00	32.00

GLOBE, Gila, 7,211 homes, 94% radio, 6,778 radio homes.

KWJB, 250w, 1240kc, NBC, Raymer

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

KINGMAN, Mohave, 2,934 homes, 93.6% radio, 2,746 radio homes.

KGAN, 250w, 1230kc, LBS

D	3.00	3.00	4.00	10.00	20.00	35.00
N	3.00	3.00	4.00	10.00	20.00	35.00

MESA, Maricopa, 100,374 homes, 94.2% radio, 94,552 radio homes.

KTYL, 1kw, 1310kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	6.00	11.00	20.00	36.00
N	6.00	6.00	6.00	11.00	20.00	36.00

KTYL-FM, Chan. 284, 104.7mc, 50kw

D				10.00	18.00	30.00
N				10.00	18.00	30.00

NOGALES, Santa Cruz, 2,700 homes, 92% radio, 2,484 radio homes.

KNOG, 250w, 1340kc, BMB

D	2.30	2.80	5.00	7.00	10.00	17.00
N	3.00	4.00	6.00	10.00	15.00	25.00

PHOENIX, Maricopa, 100,374 homes, 94.2% radio, 94,552 radio homes.

5 AM affiliates, average 1-time rate

D	8.78	9.82	15.50	24.70	38.80	53.00
N	16.65	17.90	25.60	48.20	75.80	131.00

2 AM non-affiliates, average 1-time rate

D	4.00	5.62	12.00	16.75	27.75	49.00

KIFN, 250w-D, 860kc, Oakes

D	3.00	3.75	9.00	13.50	25.50	48.00

KOOL, 5kw, 960kc, CBS, Hollingbery, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	12.60	12.60	14.00	28.00	42.00	70.00
N	23.10	23.10	28.00	56.00	84.00	140.00

KOY, 5kw-D, 1kw-N, 550kc, MBS, Don Lee, Blair, BMB

D	10.50	10.50	14.00	28.00	42.00	70.00
N	21.00	21.00	28.00	56.00	84.00	140.00

KPHO, 5kw, 910kc, ABC, Petry

D	7.50	10.00	12.50	17.50	35.00	70.00
N	15.00	20.00	25.00	35.00	70.00	140.00

KPHO-TV, Chan. 5, 8.17kw-aur., 17.5kw-vis., ABC, CBS, NBC, DuMont, Paramount, Petry

D	36.00	36.00	45.00	72.00	108.00	180.00
N	60.00	60.00	75.00	120.00	180.00	300.00

KRIZ, 250w, 1230kc, LBS, Burn-Smith

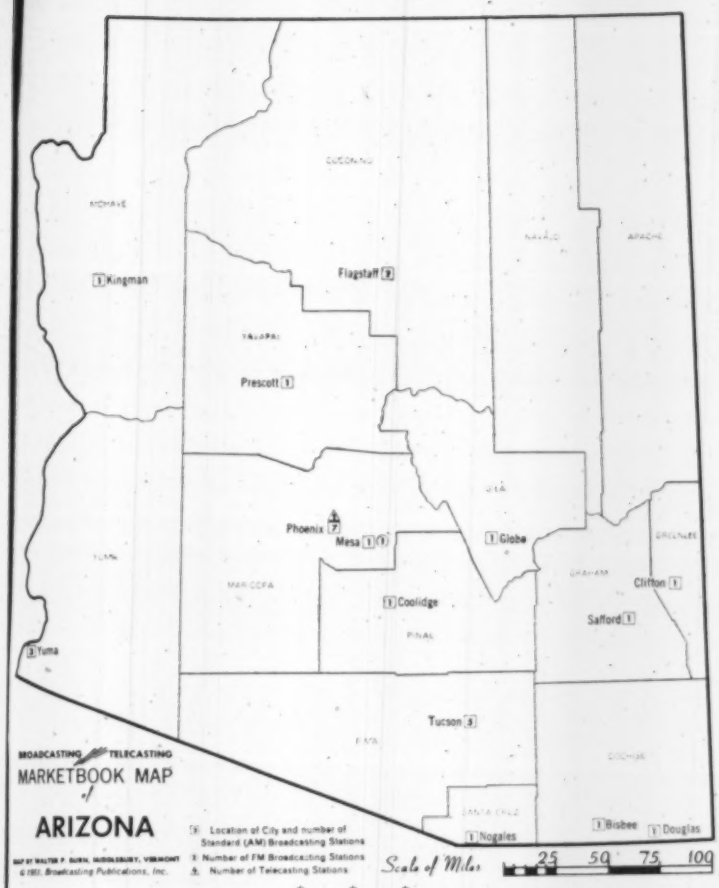
D	4.50	4.50	9.00	18.00	27.00	45.00
N	7.50	7.50	15.00	30.00	45.00	75.00

KRUX, 250w, 1340kc

D	5.00	7.50	15.00	20.00	30.00	50.00
N	5.00	7.50	15.00	20.00	30.00	50.00

KTAR, 5kw, 620kc, NBC, Raymer

D		11.50	16.00	32.00	48.00	80.00
N		23.00	32.00	64.00	96.00	160.00



MARKET INDICATORS FOR ARIZONA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	749,587	'50	499,261	'40
% of U. S.	.5%	'50	0.38%	'40
Homes	223,764	'50	127,250	'40
Percent Radio	93.7%	'50	69.0%	'40
Radio Homes	209,667	'50	87,781	'40
Retail Sales	$ 676,594,000	'50	653,321,000	'48
Retail Trade Employes	32,515	'48	17,524	'39
Wholesale Sales Volume	$ 414,087,000	'48	96,500,000	'39
Wholesale Trade Employes	8,039	'48	3,831	'39
Manufacturing Employment (Mid-March)			15,394	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 9,712,000	'47
Income	$ 839,000,000	'49	237,000,000	'40
Percent distribution	.42%	'49	0.31%	'40
Per Capita Income	$ 1,165	'49	473	'40
Percent of national per capita income	88%	'49	82%	'40
New Construction (Private)	$ 49,500,000	'47	13,300,000	'39
Residential	$ 20,900,000	'47	7,000,000	'39
Non-Residential	$ 16,800,000	'48	2,600,000	'39
Automobile Registration	270,799	'50	216,702	'48
Telephones	160,400	'50	80,600	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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PRESCOTT, Yavapai, 8,614 homes, 94.3% radio, 8,123 radio homes.

KYCA, 250w, 1490kc, NBC, Ariz. Broadcasting System, Raymer

	SB	1M	5M	15M	30M	1 Hr
D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

SAFFORD, Graham, 3,715 homes, 93.8% radio, 3,485 radio homes.

KGLU, 1kw, 1480kc, NBC, Raymer

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

* * *

TUCSON, Pima, 43,397 homes, 94.9% radio, 41,184 radio homes.

5 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.25	7.30	8.12	14.64	22.36	37.40
N	9.32	11.92	12.32	22.24	33.76	56.40

KCNA, 5kw-D, 500w-N, 580kc, ABC, Hollingbery, Hooper

D	11.60	8.70	11.60	23.20	34.80	58.00
N	11.60	8.70	11.60	23.20	34.80	58.00

KOPO, 250w, 1450kc, CBS, Forjoe, Hooper

D	6.00	9.00	10.00	14.00	21.00	35.00
N	12.00	18.00	20.00	28.00	42.00	70.00

* * *

KTKT, 250w, 1490kc, LBS

	SB	1M	5M	15M	30M	1 Hr
D	2.00		4.00	8.00	14.00	24.00
N	2.00		4.00	8.00	14.00	24.00

KTUC, 250w, 1400kc, MBS, Don Lee, Blair, BMB

D	5.00	5.00	7.00	12.00	18.00	30.00
N	8.00	8.00	10.00	20.00	30.00	50.00

KVOA, 1kw, 1290kc, NBC, Raymer, Hooper

D	6.50	6.50	8.00	16.00	24.00	40.00
N	13.00	13.00	16.00	32.00	48.00	80.00

YUMA, Yuma, 8,227 homes, 93.4% radio, 7,684 radio homes.

* * *

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.50	4.50	9.00	13.50	22.50
N	6.00	7.00	9.00	18.00	27.00	45.00

KYMA, 250w, 1400kc, MBS, Don Lee, Ariz. Network, Blair

D	3.00	3.00	4.00	8.00	12.00	20.00
N	6.00	6.00	8.00	16.00	24.00	40.00

KYUM, 1kw, 560kc, NBC, Raymer

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

* * *

ARIZONA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Apache	27,183	24,095	5,586	4,905	87.8	1,372	6,261	5,522*	1,392	836
Cochise	31,438	34,627	11,009	10,448	94.9	6,893	27,621	7,942*	5,874	3,860
Coconino	23,755	18,770	6,716	6,085	90.6	2,403	22,511	6,109*	3,128	1,485
Gila	24,214	23,867	7,211	6,778	94.0	4,631	18,476	3,161*	5,153	3,771
Graham	13,018	12,113	3,715	3,485	93.8	1,821	11,280	10,283*	1,238	672
Greenlee	12,808	8,698	3,267	3,071	94.0	1,567	8,022	1,659*	3,099	2,513
Maricopa	329,266	186,193	100,374	94,552	94.2	36,344	331,776	125,507*	57,459	35,559
Mohave	8,461	8,591	2,934	2,746	93.6	1,657	9,709	2,138*	1,448	932
Navajo	29,263	25,309	7,523	6,793	90.3	2,518	16,621	4,533*	1,701	911
Pima	141,074	72,838	43,397	41,184	94.9	14,619	135,199	11,980*	23,255	13,609
Pinal	43,343	28,841	12,491	11,517	92.2	3,695	24,988	35,206*	4,145	2,610
Santa Cruz	9,328	9,482	2,700	2,484	92.0	1,546	11,833	2,563*	1,842	797
Yavapai	24,967	26,511	8,614	8,123	94.3	5,473	23,725	6,927*	4,092	2,587
Yuma	27,141	19,326	8,227	7,684	93.4	3,242	28,572	30,540*	3,059	1,676

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add 000.

ARKANSAS

SPOT RATE FINDER

ARKADELPHIA, Clark, 6,436 homes, 83.9% radio, 5,400 radio homes.
KVRC, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.50	7.50	15.00	22.50	38.00
N	4.50	5.50	9.00	19.00	30.00	48.00

BATESVILLE, Independence, 6,470 homes, 85.8% radio, 5,551 radio homes.
KBTA, 250w, 1340kc, MBS

D	3.50	4.50	7.00	11.00	18.00	33.00
N	4.25	5.25	7.75	12.00	21.00	35.00

BLYTHEVILLE, Mississippi, 22,760 homes, 82.9% radio, 18,868 radio homes.
KLCN, 1kw-D, 900kc, LBS, Pearson

D	5.00	5.00	10.00	20.00	30.00	50.00

KLCN-FM, Chan. 241, 96.1mc, 21kw, Pearson

N (only)	2.50	2.50	5.00	10.00	15.00	25.00

CAMDEN, Ouachita, 9,414 homes, 82.1% radio, 7,729 radio homes.
KAMD, 250w, 1450kc, MBS

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

CONWAY, Faulkner, 6,788 homes, 85.7% radio, 5,817 radio homes.
KCON, 250w, 1230kc
(No rates available)
KOWN (FM), Chan. 249, 97.7mc, 0.97kw

CROSSETT, Ashley, 6,673 homes, 81.3% radio, 5,425 radio homes.
KAGH, 100w, 1240kc, MBS

D	1.50	4.00	6.00	10.00	20.00	40.00
N	1.50	4.00	6.00	10.00	20.00	40.00

EL DORADO, Union, 14,260 homes, 86.8% radio, 12,378 radio homes.

2 AM affiliates, average 1-time rates

D	4.25	4.87	8.25	11.50	27.25	43.75

KDMS, 1kw-D, 1290kc, LBS, CBN, Devny

D	6.00	6.00	9.00	18.00	32.00	50.00

KELD, 250w, 1400kc, ABC, Continental

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

FAYETTEVILLE, Washington, 14,274 homes, 86.9% radio, 12,404 radio homes.
KGRH, 250w, 1450kc, MBS, Walker

D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

FORREST CITY, St. Francis, 9,793 homes, 77.8% radio, 7,619 radio homes.
KXJK, 1kw-D, 950kc

D	3.00	5.00	7.00	14.00	26.00	50.00

FORT SMITH, Sebastian, 19,645 homes, 89.9% radio, 17,661 radio homes.

3 AM affiliates, average 1-time rate

D	5.97	8.50	14.50	23.67	37.00	55.00
N	9.93	14.00	25.33	39.33	62.00	80.00

KFPW, 250w, 1230kc, CBS, Avery-Knodel

D	5.40	9.00	18.00	27.00	45.00
N	10.80	18.00	36.00	54.00	90.00

KFPW-FM, Chan. 235, 94.9mc, 14kw, Avery-Knodel, Bonus
KFSA, 1kw-D, 500w-N, 950kc, ABC, Pearson Conlan, BMB

D	6.00	7.50	12.50	20.00	30.00	50.00
N	10.00	12.00	20.00	32.00	48.00	80.00

KFSA-FM, Chan. 296, 107.1mc, .32kw, Bonus
KWHN, 5kw, 1320kc, MBS, Sears & Ayer, Conlan

D	6.50	9.00	13.00	24.00	36.00	60.00
N	9.00	12.00	20.00	32.00	48.00	80.00

HARRISON, Boone, 4,881 homes, 87.1% radio, 4,251 radio homes.
KHOZ, 250w, 1240kc, MBS

D		2.50	7.50	14.00	21.00	35.00
N		3.50	10.00	20.00	30.00	50.00

HELENA, Phillips, 12,901 homes, 75.6% radio, 9,753 radio homes.
KFFA, 1kw, 1360kc, MBS, Continental, Conlan, BMB

D	4.50	5.00	8.00	16.00	24.00	40.00
N	7.00	8.00	16.00	32.00	48.00	80.00

HOPE, Hempstead, 7,233 homes, 80.7% radio, 5,837 radio homes.
KXAR, 250w, 1490kc, MBS, Crosley, BMB

D	2.50	3.75	5.00	10.00	18.00	30.00
N	2.50	3.75	6.00	12.00	21.00	35.00

HOT SPRINGS, Garland, 16,159 homes, 86.8% radio, 14,026 radio homes.

2 AM affiliates, average 1-time rate

D	4.25	4.75	9.50	19.00	28.50	47.50
N	8.50	9.50	19.00	38.00	57.00	99.00

KTHS, 10kw-D, 1kw-N, 1090kc, ABC, Branham, Conlan, BMB

D	5.00	6.00	12.00	24.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

KWFC, 250w, 1340kc, MBS, Sears & Ayer

D	3.50	3.50	7.00	14.00	21.00	35.00
N	7.00	7.00	14.00	28.00	42.00	78.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

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JONESBORO, Craighead, 13,374 homes, 88.5% radio, 11,836 radio homes.
KBTM, 250w, 1230kc, MBS, BMB

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

KBTM-FM, Chan. 270, 101.9mc, 8.1kw, Bonus
KNEA, 1kw-D, 970kc, Sears & Ayer, Conlan

D	5.00	7.50	15.00	30.00	45.00	75.00

LITTLE ROCK, Pulaski, 55,116 homes, 88.6% radio, 48,883 radio homes.

4 AM affiliates, average 1-time rate

D	7.17	8.50	11.25	20.50	30.75	54.25
N	11.00	12.00	21.50	41.00	61.50	108.50

KARK, 5kw, 920kc, NBC, Petry, BMB, Hooper

D	9.00	12.00	16.00	28.00	42.00	70.00
N	15.00	18.00	30.00	56.00	84.00	140.00

KGHI, 1kw-D, 500w-N, 1250kc, ABC, Hollingbery, Hooper

D		6.00	7.00	14.00	21.00	42.00
N		8.00	14.00	28.00	42.00	84.00

KLRA, 10kw-D, 5kw-N, 1010kc, CBS, Taylor

D	8.00	11.00	15.00	26.00	39.00	65.00
N	13.00	16.00	28.00	52.00	78.00	130.00

KVLC, 1kw-D, 1050kc, Radio Representatives

D	4.50	5.00	7.00	14.00	21.00	35.00

KVLC-FM, Chan. 231, 94.1mc, 9kw, Bonus
KXLR, 250w, 1450kc, MBS, Pearson, Hooper

D	4.50	5.00	7.00	14.00	21.00	40.00
N	5.00	6.00	14.00	28.00	42.00	80.00

MAGNOLIA, Columbia, 7,973 homes, 82.5% radio, 6,578 radio homes.
KVMA, 1kw-D, 630kc, KBS

D	4.00	5.00	7.00	14.00	22.00	40.00

MENA, Polk, 4,284 homes, 82.2% radio, 3,521 radio homes.
KENA, 250w, 1450kc, MBS, Continental

D	2.50	3.00	7.00	15.00	30.00	60.00
N	2.50	3.00	7.00	15.00	30.00	60.00

NEWPORT, Jackson, 6,840 homes, 82% radio, 5,609 radio homes.
KNBY, 1kw-D, 1280kc

D	5.00	5.00	10.00	20.00	30.00	50.00

OSCEOLA, Mississippi, 22,760 homes, 82.9% radio, 18,868 radio homes.
KOSE, 1kw-D, 860kc, LBS, Conlan

D	4.50	5.00	8.00	16.00	24.00	40.00

PARAGOULD, Greene, 7,888 homes, 88.2% radio, 6,957 radio homes.
KDRS, 250w, 1490kc

D	2.50	3.25	7.50	14.00	21.00	35.00
N	2.50	3.25	7.50	14.00	21.00	35.00

PINE BLUFF, Jefferson, 21,170 homes, 81.2% radio, 17,190 radio homes.

2 AM affiliates, average 1-time rate

D	3.75	4.45	9.40	17.80	28.20	47.00
N	3.75	4.45	9.40	17.80	28.20	47.00

KCLA, 250w, 1400kc, LBS

D	4.00	5.40	10.80	21.60	32.40	54.00
N	4.00	5.40	10.80	21.60	32.40	54.00

KOTN, 250w, 1490kc, MBS, KBS

D	3.50	3.50	8.00	14.00	24.00	40.00
N	3.50	3.50	8.00	14.00	24.00	40.00

MARKET INDICATORS FOR ARKANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,909,511	'50	1,949,387	'40
% of U. S.	1.3%	'50	1.48%	'40
Homes	534,248	'50	480,955	'40
Percent Radio	83.9%	'50	50.9%	'40
Radio Homes	448,234	'50	244,586	'40
Retail Sales	$1,236,350,000	'50	1,079,050,000	'48
Retail Trade Employes	54,075	'48	35,560	'39
Wholesale Sales Volume	$ 845,350,000	'48	248,900,000	'39
Wholesale Trade Employes	14,574	'48	8,071	'39
Manufacturing Employment (Mid-March)			69,697	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 28,892,000	'47
Income	$1,443,000,000	'49	900,000,000	'40
Percent distribution	.73%	'49	0.65%	'40
Per Capita Income	$ 778	'49	252	'40
Percent of national per capita income	58%	'49	44%	'40
New Construction (Private)	$ 120,800,000	'47	25,100,000	'39
Residential	$ 51,500,000	'47	7,600,000	'39
Non-Residential	$ 29,700,000	'48	6,300,000	'39
Automobile Registration	477,265	'50	389,410	'48
Telephones	253,200	'50	136,900	'45

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POCOHONTAS, Randolph, 4,792 homes, 82.8% radio, 3,968 radio homes.
KPOC, 1kw-D, 1420kc, White

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.15	12.75	22.50	34.50	54.00

RUSSELLVILLE, Pope, 6,303 homes, 84.2% radio, 5,307 radio homes.
KXRJ, 250w, 1490kc, MBS

D	2.50	3.00	5.00	8.00	14.00	25.00
N	3.50	4.50	6.75	11.00	19.00	34.50

SILOAM SPRINGS, Benton, 11,769 homes, 87% radio, 10,239 radio homes.
KUOA, 5kw-D, 1290kc, MBS, Conlan, BMB

D	5.00	7.00	12.50	25.00	37.50	62.50

KUOA-FM, Chan. 289, 105.7mc, 2.6kw

D	.75	1.05	2.25	3.60	5.60	9.00
N	1.00	1.40	2.50	5.00	7.50	12.50

SPRINGDALE, Washington, 14,274 homes, 86.9% radio, 12,404 radio homes.
KBRS, 250w, 1340kc, ABC, Razorback, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	3.80	3.80	7.00	15.20	22.80	38.00
N	5.40	5.40	10.80	21.60	32.40	54.00

STUTTGART, Arkansas, 6,699 homes, 84.4% radio, 5,654 radio homes.
KWAK, 250w, 1240kc, MBS

D	3.50	4.23	6.50	13.00	19.50	32.50
N	5.00	6.50	10.00	20.00	30.00	50.00

TEXARKANA—(see Texas listing)
WEST MEMPHIS, Crittenden, 12,908 homes, 77.2% radio, 9,965 radio homes.
KWEM, 1kw-D, 990kc, Ra-Tel

D	9.70	12.00	15.00	31.00	47.00	78.00

ARKANSAS RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Arkansas	23,451	24,437	6,699	5,654	84.4	3,450	24,379	15,702*	2,788	1,198
Ashley	25,616	26,785	6,673	5,425	81.3	2,697	12,933	4,459*	3,090	1,684
Baxter	11,640	10,281	3,473	3,049	87.8	1,113	6,878	835*	1,128	592
Benton	37,987	36,148	11,769	10,239	87.0	5,845	31,874	12,739*	2,978	1,140
Boone	16,229	15,860	4,881	4,251	87.1	2,507	13,754	2,940*	1,682	574
Bradley	15,955	18,097	4,302	3,683	85.6	2,163	10,800	1,093*	2,860	1,317
Calhoun	7,132	9,636	1,969	1,611	81.8	875	2,008	743*	305	91
Carroll	13,208	14,737	4,212	3,707	88.0	2,308	6,729	3,281*	547	175
Chicot	22,218	27,452	6,949	5,372	77.3	2,138	11,960	5,721*	1,150	423
Clark	22,958	24,402	6,436	5,400	83.9	2,883	14,269	2,602*	2,446	792
Clay	26,643	28,386	7,368	6,425	87.2	3,961	11,930	9,801*	1,036	335
Cleborne	11,469	13,134	3,173	2,684	84.6	1,538	3,643	2,218*	467	129
Cleveland	8,958	12,570	2,446	2,018	82.5	1,158	1,998	1,267*	590	134
Columbia	28,706	29,822	7,973	6,578	82.5	3,160	16,674	2,772*	3,530	1,398
Conway	18,118	21,536	4,984	4,127	82.8	2,318	9,049	4,023*	1,653	565
Craighead	50,566	47,200	13,374	11,836	88.5	7,463	35,845	17,393*	4,462	1,934
Crawford	22,673	23,920	6,335	5,359	84.6	3,138	9,115	3,059*	952	292
Crittendon	47,122	42,473	12,908	9,965	77.2	3,226	29,461	19,979*	2,419	1,123
Cross	24,734	26,046	6,508	5,245	80.6	2,526	13,823	10,561*	877	330
Dallas	12,386	14,471	3,333	2,646	79.4	1,415	6,478	811*	1,920	677
Desha	25,085	27,160	6,876	5,446	79.2	2,191	13,272	7,239*	1,670	592
Drew	17,980	19,831	4,592	3,632	79.1	1,631	8,276	3,228*	1,954	626
Faulkner	25,249	25,880	6,788	5,817	85.7	3,580	14,128	4,541*	1,563	601
Franklin	12,343	15,683	3,500	3,024	86.4	2,017	5,597	2,221*	527	192
Fulton	9,212	10,253	2,582	2,140	82.9	1,104	1,913	1,757*	277	94
Garland	47,033	41,664	16,159	14,026	86.8	7,325	48,683	1,788*	9,595	3,926
Grant	9,003	10,477	2,470	2,104	85.2	1,231	3,305	768*	919	290
Greene	29,136	30,204	7,888	6,957	88.2	4,570	17,363	8,230*	2,006	705
Hempstead	25,045	32,770	7,233	5,837	80.7	3,426	16,075	3,515*	2,434	869
Hot Springs	22,096	18,916	6,054	5,055	83.5	2,352	11,196	1,139*	2,907	1,419
Howard	13,316	16,621	3,932	3,271	83.2	1,915	7,697	3,897*	1,422	573
Independence	23,493	25,643	6,470	5,551	85.8	3,463	14,663	3,631*	1,905	706
Izard	10,018	12,834	2,841	2,386	84.0	1,407	1,887	1,842*	287	80
Jackson	25,852	26,427	6,840	5,609	82.0	3,029	16,263	9,220*	1,765	674
Jefferson	75,873	65,101	21,170	17,190	81.2	7,250	48,872	14,322*	8,829	4,017
Johnson	16,125	18,795	4,513	3,850	85.3	2,465	7,403	2,925*	2,136	1,196
Lafayette	13,167	16,851	3,794	3,115	82.1	1,493	6,365	2,421*	920	302
Lawrence	20,794	22,651	5,724	4,968	86.8	3,010	9,194	6,158*	891	376
Lee	24,303	26,810	6,315	4,768	75.5	1,962	10,877	9,043*	638	220
Lincoln	17,134	19,709	4,443	3,457	77.8	1,212	4,117	5,614*	474	171
Little River	11,232	15,932	3,290	2,695	81.9	1,422	4,945	1,921*	676	172
Logan	19,674	25,967	5,264	4,538	86.2	3,360	10,211	3,270*	1,459	649
Lonoke	26,968	29,802	7,461	6,305	84.5	3,582	17,065	13,127*	960	352
Madison	11,719	14,531	3,329	2,683	80.6	1,308	2,586	2,443*	207	46
Marion	8,586	9,464	2,555	2,141	83.8	1,039	2,305	1,544*	116	29
Miller	32,576	31,874	8,938	7,463	83.5	4,221	26,419	2,838*	3,588	1,424
Mississippi	82,339	80,217	22,760	18,868	82.9	9,696	59,008	42,203*	5,703	2,624
Monroe	19,488	21,133	5,248	3,884	74.0	2,005	10,769	5,806*	825	273
Montgomery	6,671	8,876	1,958	1,619	82.7	950	1,751	777*	223	38
Nevada	14,761	19,869	4,274	3,539	82.8	2,181	7,146	1,566*	1,337	483
Newton	8,678	10,881	2,151	1,706	79.3	809	776	1,268*	108	33
Ouachita	32,968	31,151	9,414	7,729	82.1	3,577	22,011	1,209*	6,465	3,247
Perry	5,940	8,392	1,776	1,449	81.6	729	1,057	1,005*	179	31
Phillips	46,219	45,970	12,901	9,753	75.6	4,026	26,216	11,828*	5,647	2,630
Pike	9,995	11,786	2,907	2,462	84.7	1,312	4,059	1,515*	1,017	417
Poinsett	39,061	37,670	9,964	8,310	83.4	4,415	25,016	17,667*	2,553	1,069
Polk	14,138	15,832	4,284	3,521	82.2	1,839	8,921	1,182*	1,495	421
Pope	22,998	25,682	6,303	5,307	84.2	3,164	12,379	3,369*	1,937	612
Prairie	13,761	15,304	3,785	3,213	84.9	1,815	5,250	6,447*	293	86
Pulaski	192,879	156,085	55,116	48,833	88.6	29,051	190,850	8,378*	44,195	21,125
Randolph	17,454	18,319	4,792	3,968	82.8	2,130	7,038	4,732*	1,178	464
St. Francis	36,814	36,043	9,793	7,619	77.8	2,839	19,706	12,928*	2,072	828
Saline	23,788	19,163	5,842	5,042	86.3	2,493	11,864	1,383*	1,777	717
Scott	10,045	13,300	2,831	2,432	85.9	1,708	4,228	1,146*	991	384
Searcy	10,395	11,942	2,899	2,351	81.1	1,051	2,855	1,283*	390	94
Sebastian	63,921	62,809	19,645	17,661	89.9	12,119	69,731	3,080*	15,249	8,211
Sevier	12,244	15,248	3,595	2,894	80.5	1,844	6,876	1,567*	805	252
Sharp	8,986	11,497	2,470	2,072	83.9	1,304	1,550	1,749*	145	59
Stone	7,641	8,603	1,950	1,585	81.3	748	1,751	673*	145	29
Union	49,619	50,461	14,260	12,378	86.8	7,498	42,840	1,759*	9,825	5,297
Van Buren	9,675	12,518	2,756	2,268	82.3	1,284	2,330	1,161*	208	51
Washington	49,883	41,114	14,274	12,404	86.9	6,535	46,742	9,605*	5,285	1,993
White	37,528	37,176	10,207	8,778	86.0	5,102	19,708	5,787*	2,303	852
Woodruff	18,924	22,133	5,001	4,201	84.0	2,305	9,218	8,223*	686	241
Yell	14,037	20,970	4,307	3,726	86.5	2,610	7,000	2,751*	802	212

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

MARKET INDICATORS FOR CALIFORNIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	10,586,223	'50	6,907,387	'40
% of U. S.	7.0%	'50	5.29%	'40
Homes	3,381,299	'50	2,079,820	'40
Percent Radio	98.2%	'50	92.9%	'40
Radio Homes	3,320,436	'50	1,933,028	'40
Retail Sales	$11,454,534,000	'50	10,979,997,000	'48
Retail Trade Employes	533,559	'48	341,295	'39
Wholesale Sales Volume	$13,165,297,000	'48	3,840,100,000	'39
Wholesale Trade Employes	209,199	'48	138,096	'39
Manufacturing Employment (Mid-March)			662,901	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 484,024,000	'47
Income	$17,005,000,000	'49	5,606,000,000	'40
Percent distribution	8.61%	'49	7.39%	'40
Per Capita Income	$ 1,665	'49	805	'40
Percent of national per capita income	125%	'49	140%	'40
New Construction (Private)	$ 2,257,000,000	'50	479,100,000	'39
Residential	$ 1,620,500,000	'50	324,900,000	'39
Non-Residential	$ 379,800,000	'50	93,900,000	'39
Automobile Registration	4,620,078	'50	3,798,813	'48
Telephones	3,811,100	'50	2,280,700	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

CALIFORNIA

SPOT RATE FINDER

AUBURN, Placer, 14,429 homes, 97.3% radio, 14,039 radio homes.

KDIA, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	3.25	3.25	10.00	15.00	25.00	40.00
N	4.00	3.25	12.50	20.00	30.00	50.00

BAKERSFIELD, Kern, 65,827 homes, 97.1% radio, 63,962 radio homes.

4 AM affiliates, average 1-time rate

D	6.16	6.88	10.75	20.50	30.75	51.00
N	11.33	11.50	18.50	35.00	52.50	87.50

KAFY, 1kw, 550kc, MBS, Grant

D	9.00	12.00	24.00	36.00	60.00
N	12.00	16.00	32.00	48.00	80.00

KBIS, 1kw, 970kc, Oak, National Time Sales

D	4.00	6.00	10.00	16.00	32.00	48.00
N	6.00	10.00	16.00	32.00	48.00	80.00

KMAR (FM), Chan. 223, 92.5mc, 4.7kw

KERN, 1kw, 1410kc, CBS, Raymer

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

KERN-FM, Chan. 231, 94.1mc, 9.8kw, Bonus

KERO, 250w, 1230kc, NBC, Avery-Knodel, Hooper

D	5.00	5.00	10.00	16.00	24.00	40.00
N	10.00	10.00	20.00	32.00	48.00	80.00

KPMC, 1kw, 1560kc, ABC, Hollingbery

D	7.50	7.50	11.00	22.00	33.00	54.00
N	12.00	12.00	18.00	36.00	54.00	90.00

BANNING, Riverside, 59,446 homes, 97.0% radio, 57,663 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KPAS, 250w, 1490kc, LBS, Cooke, Gene Grant

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.00	9.00	14.40	21.60	36.00
N	2.50	3.00	9.00	14.40	21.60	36.00

BARSTOW, San Bernardino, 99,132 homes, 97.4% radio, 96,555 radio homes.

KWTC, 250w, 1230kc, LBS, Cooke

D	4.90	8.40	16.80	25.20	42.00
N	7.00	12.00	24.00	36.00	60.00

BERKELEY, Alameda, 232,715 homes, 98.9% radio, 230,155 radio homes.

KPFA (FM), Chan. 285, 104.9mc, 1kw (CP)
(No rates available)

KRE, 250w, 1400kc, BMB

D	3.00	4.00	8.55	14.25	26.25	47.00
N	3.00	4.00	8.55	14.25	26.25	47.00

KRE-FM, Chan. 275, 102.9mc, 6.8kw, Bonus

KSRT (FM), Chan. 292, 106.3mc, 1kw (CP)
(No rates available)

BEVERLY HILLS, Los Angeles, 1,359,251 homes, 98.7% radio, 1,341,581 radio homes.

BLYTHE, Riverside, 59,446 homes, 97.0% radio, 57,663 radio homes.

KYOR, 250w, 1450kc, LBS, BMB

D	3.00	3.50	6.00	8.00	12.00	20.00
N	4.00	5.00	8.00	12.00	18.00	30.00

BRAWLEY, Imperial, 16,931 homes, 93.2% radio, 15,780 radio homes.

KROP, 1kw, 1300kc, BMB

D	3.00	3.50	6.00	8.00	12.00	20.00
N	4.00	5.00	8.00	12.00	18.00	30.00

CALEXICO, Imperial, 16,931 homes, 93.2% radio, 15,780 radio homes.

KICO, 250w, 1490kc, Continental, Grant

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	7.00	11.00	16.50	27.50
N	5.00	6.00	10.00	16.00	24.00	40.00

CHICO, Butte, 21,877 homes, 96.9% radio, 21,199 radio homes.

2 AM affiliates, average 1-time rate

D	5.70	5.70	8.82	17.62	28.05	46.72
N	9.25	9.25	13.80	27.57	43.25	72.07

KHSL, 5kw, 1290kc, MBS, Grant, Conlan, Hooper

D	5.40	5.40	9.65	19.25	32.10	53.45
N	6.50	6.50	11.60	23.15	38.50	64.15

KVIC (FM), Chan. 266, 101.2mc, 11kw, Grant

D	2.50	2.50	11.00	17.00	24.00
N	3.70	3.70	12.00	18.00	24.00

KXOC, 5kw, 1150kc, CBS, Western Radio, Pearson

D	6.00	6.00	8.00	16.00	24.00	40.00
N	12.00	12.00	16.00	32.00	48.00	80.00

COALINGA, Fresno, 82,751 homes, 97.4% radio, 80,599 radio homes.

KBMX, 500w-D, 1470kc

D	3.75	4.70	8.50	13.50	21.65

CORONA, Riverside, 59,446 homes, 97.0% radio, 57,663 radio homes.

KBUC, 500w, 1370kc, McGillvra

D	1.80	3.00	7.00	12.00	20.00	35.00
N	1.80	3.00	7.00	12.00	20.00	35.00

CRESCENT CITY, Del Norte, 2,639 homes, 95.4% radio, 2,518 radio homes.

KCRE, 250w, 1400kc

D	2.00	3.00	7.00	16.00	25.00	40.00
N	2.00	3.00	7.00	16.00	25.00	40.00

DELANO, Kern, 65,872 homes, 97.1% radio, 63,962 radio homes.

KCHJ, 1kw-D, 1010kc

D	5.00	6.00	9.00	17.00	30.00	50.00

KHAD, 250w, 1340kc
(CP)
(No rates available)

DINUBA, Tulare, 44,782 homes, 96.5% radio, 43,215 radio homes.

KRDU, 250w, 1240kc, LBS, Western Radio Sales, West Coast Radio Sales

D	4.40	5.46	10.25	16.35	24.55	40.95
N	4.40	5.46	10.25	16.35	24.55	40.95

EL CENTRO, Imperial, 16,931 homes, 93.2% radio, 15,780 radio homes.

KXO, 250w, 1230kc, MBS, Raymer, Conlan, Crossley, Hooper

D	5.00	7.00	10.00	16.00	24.00	40.00
N	8.00	11.00	18.50	31.40	40.00	50.00

EUREKA, Humboldt, 21,758 homes, 96.8% radio, 21,062 radio homes.

2 AM affiliates, average 1-time rate

D	7.50	7.50	10.40	17.35	26.50	42.50
N	11.00	11.00	16.10	27.00	39.75	66.25

KHUM, 250w, 1240kc, ABC, Western Radio

D	6.00	6.00	8.80	14.70	23.00	35.00
N	9.00	9.00	13.20	22.00	31.50	52.50

KIEM, 5kw, 1480kc, MBS, Blair, Conlan

D	9.00	9.00	12.00	20.00	30.00	50.00
N	13.00	13.00	19.00	32.00	48.00	80.00

KRED (FM), Chan. 242, 96.3mc, 4.6kw Bonus

FORT BRAGG, Mendocino, 12,753 homes, 96.5% radio, 12,307 radio homes.

KDAC, 250w, 1230kc, Forjoe

D	2.75	3.45	7.00	11.00	16.50	27.50
N	4.00	5.00	10.00	16.00	24.00	40.00

FRESNO, Fresno, 82,751 homes, 97.4% radio, 80,599 radio homes.

4 AM affiliates, average 1-time rate

D	13.25	13.62	21.30	37.90	56.85	94.75
N	26.25	26.88	42.65	75.80	113.70	189.50

KARM, 5kw, 1430kc, ABC, Petry

D	9.50	11.00	16.90	30.00	45.00	75.00
N	20.00	22.50	34.00	60.00	90.00	150.00

KARM-FM, Chan. 270, 101.9mc, 7.4kw

KFRE, 50kw, 940kc, CBS, Avery-Knodel, Pulse

D	18.00	18.00	32.50	52.00	78.00	130.00
N	35.00	35.00	65.00	104.00	156.00	260.00

KRFM (FM), Chan. 227, 93.7mc, 70kw, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00		8.00	12.00	20.00
N	3.00	3.00		8.00	12.00	20.00

KGST, 1kw-D, 1600kc, Forjoe

D	5.40	5.40	9.00	20.00	30.00	50.00

KMJ, 5kw, 580kc, NBC, Raymer

D	18.00	18.00	25.00	48.00	72.00	120.00
N	35.00	35.00	50.00	96.00	144.00	240.00

KMJ-FM, Chan. 250, 97.9mc, 7.3kw, Bonus

KYNO, 1kw, 1300kc, MBS, Pearson, Hooper

D	7.50	7.50	10.80	21.60	32.40	54.00
N	15.00	15.00	21.60	43.20	64.80	108.00

GLENDALE, Los Angeles, 1,359,251 homes, 98.7% radio, 1,341,581 radio homes.

KIEV, 250w-D, 870kc

D	4.00	6.00	18.00	32.00	60.00

KUTE (FM), Chan. 270, 101.9mc, 10kw

D	3.00	3.00	3.50	7.00	11.00	18.00
N	3.00	3.00	3.50	7.00	11.00	18.00

HANFORD, Kings, 13,605 homes, 96.8% radio, 13,170 radio homes.

KNGS, 1kw, 620kc, O'Connell

D	5.00	9.00	10.00	20.00	30.00	50.00
N	6.00	7.50	12.00	24.00	36.00	60.00

HOLLYWOOD (see Los Angeles listing)

INDIO, Riverside, 59,446 homes, 97.0% radio, 57,663 radio homes.

KREO, 250w, 1400kc, LBS, BMB

D	3.00	3.50	6.00	8.00	12.00	20.00
N	4.00	5.00	8.00	12.00	18.00	30.00

LAGUNA BEACH, Orange, 74,267 homes, 98.5% radio, 73,153 radio homes.

KTED, 1kw-D, 250w-N, 1520kc, LBS, Western Radio Sales

D	4.50	6.00	12.00	24.00	36.00	60.00
N	4.50	6.00	12.00	24.00	36.00	60.00

LANCASTER, Los Angeles, 1,359,251 homes, 98.7% radio, 1,341,581 radio homes.

KAVL, 250w, 1340kc

D	3.60	5.35	10.75	21.25	28.50	42.50
N	3.60	5.35	10.75	21.25	28.50	42.50

LODI, San Joaquin, 58,158 homes, 97.5% radio, 56,704 radio homes.

KCVR, 1kw-D, 1570kc, LBS

D	4.00	6.00	10.00	16.00	24.00	40.00

LONG BEACH, Los Angeles, 1,359,251 homes, 98.7% radio, 1,341,581 radio homes.

2 AM non-affiliates, average 1-time rate

D	5.50	6.50	12.00	23.50	41.00	62.50
N	8.75	10.00	19.50	37.50	62.50	107.50

KFOX, 1kw, 1280kc, Burn-Smith

D	5.00	5.00	9.00	17.00	32.00	50.00
N	7.50	7.50	14.00	25.00	50.00	90.00

KFOX-FM, Chan. 272, 102.3mc, 1kw
(CP)

KGER, 5kw, 1390kc

D	6.00	8.00	15.00	30.00	50.00	75.00
N	10.00	12.50	25.00	50.00	75.00	125.00

KNOB (FM), Chan. 276, 103.1mc, 320w

D	1.00	2.00		8.00	12.00	20.00
N	1.00	2.00		8.00	12.00	20.00

LOS ANGELES, Los Angeles, 1,359,251 homes, 98.7% radio, 1,341,581 radio homes.

5 AM affiliates, average 1-time rate

D	47.44	55.14	68.17	114.47	171.40	285.67
N	86.88	100.28	116.00	204.00	306.00	510.00

6 AM non-affiliates, average 1-time rate

D	9.00	10.50	18.30	32.50	51.58	84.75
N	12.65	13.35	25.45	45.04	69.08	113.92

KECA, 5kw, 790kc, ABC, ABC Spot Sales

D	42.20	42.20	54.00	108.00	162.00	270.00
N	84.40	84.40	90.00	180.00	270.00	450.00

KECA-FM, Chan. 288, 95.5mc, 290 kw Bonus

KECA-TV, Chan. 13, 15.75kw-aur.; 31.4kw-vis.; ABC, ABC Spot Spot Sales, Katz

D	90.00	90.00	133.25	200.00	300.00	500.00
N	220.00	220.00	240.00	360.00	540.00	900.00

KFAC, 5kw, 1330kc, Pulse

D	8.00	10.00		30.00	45.00	70.00
N	20.00			50.00	60.00	100.00

KFAC-FM, Chan. 238, 104.3mc, 8.8kw

KFI, 50kw, 640kc, NBC, Petry

D	62.50	62.50	84.00	140.00	210.00	350.00
N	125.00	125.00	168.00	280.00	420.00	700.00

KFI-TV, Chan. 9, 15.7kw-aur.; 31kw-vis., Petry

D	54.00	81.00	112.50	180.00	270.00	450.00
N	90.00	135.00	187.50	300.00	450.00	750.00

(Continued on page 16)

CUT yourself
A piece of our
RICH
25th Anniversary
CAKE!

71.2% Crossley Share of
The Richest Farm Audience

El Centro, and its adjoining area of rich farm families with a yearly income of $25,250 per family, is blanketed with a 71.2% Crossley share of this prosperous audience by KXO. Here is a controllable, profitable test market.

★ ★ ★

In addition to the concentrated El Centro area, KXO covers Imperial valley and part of the rich Coachella farm area, with a combined population of 74,500 . . . one of the richest (in buying power) and most productive agricultural areas in the entire United States.

IMPERIAL VALLEY'S PIONEER STATION

KXO

El Centro, California — Paul H. Raymer Co., Nat'l Rep.

COMING UP!

A **BIG** STATION

FOR A **BIG** MARKET

KBIG

TO COVER SOUTHERN CALIFORNIA IN 1952

740 ON THE **DIAL**

LOS ANGELES, SAN DIEGO, LONG BEACH, PASADENA, SAN BERNARDINO, RIVERSIDE, VENTURA, SANTA BARBARA.

OVER 5,000,000 CALIFORNIANS WILL HEAR

KBIG

QUESTION: WHEN DOES 10,000 WATTS EQUAL 50,000 WATTS?

ANSWER: **KBIG**

(THERE'S A REASON)

FOR ADVANCE INFORMATION ON

KBIG

Write:
KBIG,
JOHN POOLE BROADCASTING CO.
Box 951, Hollywood 23, Calif.

CALIFORNIA

SPOT RATE FINDER

(Continued from page 14)

LOS ANGELES—(Contd.)

KFMV (FM), Chan. 234, 94.7mc, 58kw

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.25	12.50	25.00	43.75	75.00
N	4.50	6.25	12.50	25.00	43.75	75.00

KFVD, 5kw, 1020kc, McGillvra

D	6.50	10.00	15.00	30.00	45.00	80.00
N	6.50	10.00	15.00	30.00	45.00	80.00

KFWB, 5kw, 980kc, Rambeau

D		10.00	25.00	36.00	72.00	108.00
N		15.00	40.00	50.00	100.00	150.00

KGFJ, 250w, 1230kc

D	8.00	8.00	14.00	24.00	36.00	65.00
N	8.00	8.00	14.00	24.00	36.00	65.00

KHJ, 5kw, 930kc, Don Lee, MBS, Blair

D	32.50	46.00		90.00	135.00	225.00
N	65.00	92.00		180.00	270.00	450.00

KHJ-FM, Chan. 216, 101.1mc, 2kw Bonus

KTSL (TV), Chan. 2, 7kw-aur.; 14kw-vis.; CBS, Radio Sales

D		65.00	108.00	144.00	216.00	360.00
N		190.00		360.00	540.00	900.00

KLAC, 5kw-D, 1kw-N, 570kc, Young

D	12.50	15.00	20.75	41.25	62.00	103.00
N	18.75	23.75	41.50	82.50	124.00	206.00

KLAC-TV, Chan. 13, 16.2kw-aur.; 30.8kw-vis.; Katz

D	60.00	80.00	130.00	208.00	312.00	520.00
N	115.00	175.00	250.00	400.00	600.00	1,000.00

KMGM (FM), Chan. 254, 98.7 mc, 49kw

D	3.00		10.00	20.00	30.00	50.00
N	5.00		15.00	30.00	45.00	75.00

KMPC, 50kw-D, 10kw-N, 710kc, LBS, H-R Reps. (CP 50kw-N)

D	20.00	25.00	30.00	60.00	90.00	150.00
N	40.00	50.00	60.00	120.00	180.00	300.00

KNBH (TV), Chan. 4, 8kw-aur.; 15kw-vis.; NBC, NBC Spot

D	42.50	85.00	125.00	200.00	300.00	500.00
N	82.50	165.00	250.00	400.00	600.00	1,000.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KNX, 50kw, 1070kc, CBS, Radio Sales, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	80.00	100.00	86.67	173.33	260.00	433.33
N	120.00	150.00		260.00	390.00	650.00

KNX-FM, Chan. 266, 93.1mc, 60kw Bonus

KPOL, 5kw-D, 1540kc, (CP)

KRKD, 5kw-D, 1kw-N, 1150kc

D	10.00	10.00	16.75	33.75	49.50	82.50
N	10.00	10.00	16.75	33.75	49.50	82.50

KRKD-FM, Chan. 242, 96.3mc, 15kw

KTLA (TV), Chan. 5, 15kw-aur.; 30kw-vis.; National Sales, Raymer

D	100.00	110.00	140.00	225.00	340.00	560.00
N	165.00	175.00	190.00	300.00	450.00	750.00

KTTV (TV), Chan. 11, 16.6kw-aur.; 30.9kw-vis.; DuMont, Blair TV, Pulse, Hooper, Tele-Que

D	60.00	80.00	112.00	160.00	240.00	400.00
N	150.00	200.00	280.00	400.00	600.00	1,000.00

MARYSVILLE, Yuba, 7,509 homes, 95.9% radio, 7,201 radio homes.

KMYC, 250w, 1450kc, MBS

D	4.20	4.20	9.00	13.50	22.50	37.50
N	6.00	6.00	12.00	18.00	30.00	50.00

KMYC-FM, Chan. 260, 99.9mc, 4.7kw Bonus

MERCED, Merced, 19,816 homes, 94.7% radio, 18,766 radio homes.

KYOS, 5kw, 1480kc, MBS, Grant

D	6.20	6.20	9.65	19.25	32.10	53.45
N	8.10	8.10	11.60	27.75	46.25	77.00

KVME (FM), Chan. 248, 97.5mc, 8.9kw, Grant, Bonus

MODESTO, Stanislaus, 37,713 homes, 97.8% radio, 36,883 radio homes

KBEE (FM), Chan. 277, 103.3mc, 11.5kw, Raymer

D	1.00	1.00	2.00	3.60	6.00	10.00
N	1.50	1.50	3.00	5.40	9.00	15.00

KMOD, 1kw, 1360kc, ABC, Meeker, Tracy Moore, Western Radio

D	8.00	8.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

KTRB, 5kw, 860kc, Grant

D		8.50	15.00	25.00	45.00	75.00
N		12.00	20.00	32.00	50.00	90.00

KTBR-FM, Chan. 281, 104.1mc, 5kw, Grant, Bonus

MONTEREY, Monterey, 39,056 homes, 97.5% radio, 38,080 radio homes.

KMBY, 250w, 1240kc, KBS

	SB	1M	5M	15M	30M	1 Hr
D		4.50	9.00	18.00	27.00	45.00
N		6.00	12.00	24.00	36.00	60.00

MOUNT SHASTA, Siskiyou, 9,958 homes, 97.4% radio, 9,699 radio homes.

KWSD, 250w, 1340kc, Western Radio, Continental, BMB

D	4.50	6.00	10.00	16.00	24.00	40.00
N	5.00	7.50	12.50	20.00	30.00	50.00

NAPA, Napa, 12,952 homes, 98.3% radio, 12,732 radio homes.

KVON, 500w, 1440kc, LBS, Western Radio Sales, West Coast Radio Sales

D		8.00	12.00	24.00	36.00	60.00
N		8.00	12.00	24.00	36.00	60.00

OAKLAND, Alameda, 232,715 homes, 98.9% radio, 230,155 radio homes.

3 AM non-affiliates, average 1-time rate

D	9.25	9.67	14.92	28.17	43.75	70.25
N	11.50	13.00	25.00	48.33	74.00	125.00

KLX, 1kw, 910kc, Burn-Smith, Hooper

D	9.50	10.50	17.50	30.00	45.00	70.00
N	12.00	14.00	27.50	50.00	75.00	130.00

KLX-FM, Chan. 267, 101.3mc, 20kw, Burn-Smith, Bonus

KROW, 1kw, 960kc, Pulse, Hooper

D	9.00	11.00	13.75	27.50	41.25	68.75
N	11.00	12.50	25.00	50.00	75.00	125.00

KWBR, 1kw, 1310kc

D		7.50	13.50	27.00	45.00	72.00
N		12.50	22.50	45.00	72.00	120.00

ONTARIO, San Bernardino, 99,132 homes, 97.4% radio, 96,550 radio homes.

KOCS, 250w-D, 1510kc

D	2.90	2.90	6.25	11.25	17.50	30.00

KEDO (FM), Chan. 228, 93.5mc, 310w, Bonus days only

OXNARD-VENTURA, Ventura, 32,658 homes, 97.7% radio, 31,907 radio homes.

KVEN, 250w, 1450kc

D	2.75	4.50	7.00	12.00	20.00	34.00
N	2.75	4.50	7.00	12.00	20.00	34.00

KVVC, 1kw, 1590kc, LBS, KBS, Grant

D	3.60	6.00	12.10	21.60	36.00	60.00
N	3.60	6.00	12.10	21.60	36.00	60.00

PALM SPRINGS, Riverside, 59,446 homes, 97.0% radio, 57,663 homes.

KCMJ, 250w, 1340kc, CBS, Pearson, Western Radio, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.20	4.20	6.00	12.00	18.00	30.00
N	7.00	7.00	10.00	20.00	30.00	50.00

PALO ALTO, Santa Clara, 86,499 homes, 98.5% radio, 85,202 radio homes.

KIBE, 250w-D, 1220kc, Young

D		8.00	14.00	28.00	42.00	70.00

PASADENA, Los Angeles, 1,359,251 homes, 98.7% radio, 1,341,581 radio homes.

2 AM non-affiliates, average 1-time rate

D	5.50	6.50	12.95	26.20	42.20	73.20
N	7.25	8.75	18.37	34.62	57.25	102.50

KALI, 1kw-D, 1430kc, LBS, Schepp-Reiner

D	3.00	5.00	8.50	21.00	34.00	60.00
N	3.00	5.00	8.50	21.00	34.00	60.00

KWKW, 1kw, 1300kc, Forjoe

D	3.00	5.00	8.50	20.00	34.00	60.00
N	4.50	7.50	10.75	26.25	42.50	75.00

KWKW-FM, Chan. 252, 98.3mc, 0.33kw (CP)

KXLA, 10kw, 1110kc

D	8.00	8.00	17.40	32.40	50.40	86.40
N	10.00	10.00	26.00	43.00	72.00	130.00

PASO ROBLES, San Luis Obispo, 17,863 homes, 97.1% radio, 17,345 radio homes.

KPRL, 250w, 1230kc, MBS, Don Lee, Grant, Hooper

D	5.00	5.00	7.00	12.00	16.00	25.00
N	6.50	6.50	10.00	16.00	24.00	40.00

PETALUMA, Sonoma, 37,408 homes, 98.4% radio, 36,809 radio homes.

KAFP, 250w, 1490kc, Western Radio Sales

D	4.00	4.00	10.00	16.00	24.00	40.00
N	4.00	4.00	10.00	16.00	24.00	40.00

PITTSBURG, Contra Costa, 84,993 homes, 98.7% radio, 83,888 radio homes.

KECC, 1kw, 990 kc, W. S. Grant Co., Inc.

D	6.75	8.00	12.00	20.00	26.00	50.00
N	8.00	9.35	15.00	26.00	50.00	80.00

POMONA, Los Angeles, 1,359,251 homes, 98.7% radio, 1,341,581 radio homes.

KPMO, 500w, 1600kc

D	3.00	5.00	7.50	12.00	18.00	30.00
N	3.00	5.00	7.50	12.00	18.00	30.00

(Continued on page 18)

9 men of music...
RADIO'S FINEST ENTERTAINERS
All ON One STATION
KFWB
IN HOLLYWOOD
THE NATION'S LEADING DISC JOCKEYS
★Playing the Finest of Yesterday's and Tomorrow's Music and Selling You the Merchandise and Services of the Nation's Finest Business Houses...
Here they are...
1. BILL LEYDEN 6:30–8:45 A.M.
2. JOE YOCAM 9:00–9:30 A.M.
3. MAURICE HART 10:15–12 N.
4. BILL ANSON 12 Noon–3 P.M.
5. PETER POTTER 3:00–4:30 P.M. Sundays 10:00–1:00 P.M.
6. RED ROWE 5:00–6:00 P.M.
7. FRANK BULL 6:30–7:30 P.M.
8. GENE NORMAN 10–12 P.M.
9. DON OTIS 12:00–2:00 A.M.
Plus OUTSTANDING NEWS COVERAGE THROUGHOUT THE DAY
Ace Newscaster BOB FERRIS brings you up to the minute news seven times daily at 8 and 8:45 A. M. and Spot News Coverage at 10:30, 11:30 A.M. and 1:30; 2:30 and 2:45 P.M.
In the Evening DAVE BALLARD brings KFWB listeners the latest News at 6–8:30 and 9:45 P.M.
Plus SPORTS FLASHES and RACE RESULTS
All day long starting at 10:45 A.M. KFWB and the LOS ANGELES DAILY NEWS presents the latest sports flashes and race results at 15 minutes past the hour and 15 minutes before the hour. Also Complete Sports-Race Roundup at 6:15 P.M.
Plus MANY FEATURES AND PUBLIC SERVICE PROGRAMS
★ THE ELEANOR ROOSEVELT PROGRAM
★ PLATTER PALS ★ COMMUNITY HOUR ★ THE LOS ANGELES BREAKFAST CLUB ★ UNITED NATIONS TODAY ★ NEWS IS OUR BUSINESS
★ THE DOPE TRAFFIC ★ MELODY OF YOUTH
★ MASTERS IMMORTAL and many others.
FOR EASY LISTENING IT'S KFWB 980 on your dial
Turn to RADIO! RADIO gives you EVERYTHING while you're doing EVERYTHING you want to do!
980
Nationally represented by
WILLIAM G. RAMBEAU CO.
NEW YORK—CHICAGO—SAN FRANCISCO—HOLLYWOOD

TV SATURATION

LOS ANGELES LEADS AMERICA WITH MORE THAN 60% TELEVISION HOMES!

That's right—better than every other home in Los Angeles has TV. No other area approaches such television saturation!

Over 800,000 of the 1½ million *families* in this great booming market now own TV ... well over 1,000,000 sets! And to reach a handsome portion of this eager, responsive audience, your best bet is KNBH—the NBC outlet in Los Angeles.

Remember: Los Angeles is now over a billion dollars ahead of Philadelphia in retail trade. It's America's *Third Largest Market*—with business activity already up 24% over *last* year!

Choice time is available on KNBH to help you sell this rich market. For complete information, write KNBH, Hollywood, or call your nearest NBC Spot Sales Office.

Here's the *easiest* way to get the picture of America's fastest growing market—Southern California: See NBC's new film

THE GOLD RUSH IS STILL ON

Available from your nearest NBC Spot Sales Office. Our sales representative will gladly arrange a showing of this film.

NBC HOLLYWOOD

KNBH channel 4

TO SELL THE BUYING MILLIONS IN

AMERICA'S 2ND LARGEST TV MARKET

CALIFORNIA

SPOT RATE FINDER

(Continued from page 16)

PORTERVILLE, Tulare, 44,782 homes, 96.5% radio, 43,215 radio homes.

KTIP, 250w, 1450kc, LBS, Cooke, Grant

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

RED BLUFF, Tehama, 6,444 homes, 97.2% radio, 6,264 radio homes.

KBLF, 250w, 1490kc, LBS, Tracy-Moore

D	4.00	4.00	7.00	14.00	21.00	35.00
N	4.00	4.00	7.00	14.00	21.00	35.00

REDDING, Shasta, 12,013 homes, 95.9% radio, 11,520 radio homes.

KVCV, 1kw, 600kc, MBS, Grant

D	6.50	10.65	15.50	26.00	43.10	65.00
N	8.50	12.75	18.65	31.00	51.75	78.65

KVRE (FM), Chan. 280, 103.9mc, 1kw, Grant, Bonus

REDLANDS, San Bernardino, 99,132 homes, 97.4% radio, 96,555 radio homes.

KZYZ, 1kw-D, 990kc
(No rates available)

RIVERSIDE, Riverside, 59,446 homes, 97.0% radio, 57,663 radio homes.

KPRO, 1kw, 1440kc, Young

D	...	6.00	8.00	12.00	20.00	40.00
N	...	6.00	8.00	12.00	20.00	40.00

KPOR (FM), Chan. 248, 97.5mc, 80kw
(Same as AM)

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

A STORY IN STATISTICS

PREPARED BY THE SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION, INCORPORATED
TELLS THIS INTERESTING STORY ABOUT RADIO IN THE LOS ANGELES METROPOLITAN AREA:

- 99% of the homes and 73% of the automobiles have radio sets.
- 1,486,331 occupied dwelling units contain 2,443,125 radio sets.
- 1,309,097 automobiles have radios.
- 4,127,222 radio sets are found in Los Angeles and Orange Counties.
- Average sets-in-use in cars: 32.8%.
- In-home listening last year totalled 68% more than the World War II peak.
- Rates in Southern California are cheaper than in any of the other top ten markets of the nation.

Our conclusion agrees with that of the Association:

Radio is Southern California's Greatest Medium!

KFAC
5 KW
AM—FM
The Music Station
FOR SOUTHERN CALIFORNIA
1330 KC
LOS ANGELES BROADCASTING CO., INC.
645 SO. MARIPOSA, LOS ANGELES 5

SACRAMENTO, Sacramento, 82,486 homes, 97.9% radio, 80,754 radio homes.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	11.92	11.92	17.58	31.74	47.61	81.75
N	22.12	22.12	33.35	60.60	90.90	155.50

KCRA, 5kw, 1kw-N, 1320kc, NBC, Meeker, BMB, Conlan, Hooper

D	13.20	13.20	21.60	34.55	51.85	96.00
N	22.00	22.00	36.00	57.60	86.40	160.00

KCRA-FM, Chan. 241, 96.1mc, 15kw, Meeker, Bonus

KFBK, 50kw, 1530kc, ABC, Raymer, Hooper, BMB

D	18.00	18.00	25.00	48.00	72.00	120.00
N	35.00	35.00	50.00	96.00	144.00	240.00

KFBK-FM, Chan. 245, 96.9mc, 5.4kw, Raymer, Bonus

KROY, 250w, 1240kc, CBS, Avery-Knodel

D	9.00	9.00	12.50	22.00	33.00	55.00
N	16.50	16.50	25.00	44.00	66.00	110.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KXOA, 1kw, 1470kc, MBS, Pearson, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	11.20	22.40	33.60	56.00
N	15.00	15.00	22.40	44.80	67.20	112.00

KXOA-FM, Chan. 300, 107.9mc, 13kw, Bonus

SALINAS, Monterey, 39,056 homes, 97.5% radio, 38,080 radio homes.

KDON, 5kw, 1460kc, Grant

D	7.50	9.00	34.00	48.00	62.00	90.00
N	11.00	13.00	40.00	60.00	80.00	120.00

KSBW, 1kw, 1380kc, MBS, Don Lee, Burn-Smith, Western Radio, Hooper

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

SAN BERNARDINO, San Bernardino, 99,132 homes, 97.4% radio, 96,555 radio homes.

2 AM affiliates, average 1-time rate

D	8.25	8.25	11.60	23.20	34.80	58.00
N	13.00	13.00	18.50	37.00	55.50	92.50

2 AM non-affiliates, average 1-time rate

D	4.00	6.00	10.75	17.20	25.80	43.00
N	5.40	9.00	12.50	22.80	34.20	57.00

KCSB, 500w, 1350kc, Forjoe

D	5.00	7.00	10.00	20.00	30.00	50.00
N	6.00	10.00	12.00	24.00	36.00	60.00

KFXM, 1kw, 590kc, MBS, Blair, Hooper

D	9.00	9.00	11.20	22.40	33.60	56.00
N	14.00	14.00	17.00	34.00	51.00	85.00

KITO, 5kw, 1290kc, ABC, Hollingbery, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

KRNO, 250w, 1240kc, Western, Hooper

D	3.00	5.00	11.50	14.40	21.60	36.00
N	4.80	8.00	13.00	21.60	32.40	54.00

SAN BRUNO, San Mateo, 71,814 homes, 98.5% radio, 70,737 radio homes.

KSBR (FM), Chan. 263, 100.5mc, 250kw

D	4.32	5.10	6.00	12.00	18.00	30.00
N	6.00	8.00	10.00	20.00	30.00	50.00

SAN DIEGO, San Diego, 170,296 homes, 98.2% radio, 167,231 radio homes.

4 AM affiliates, average 1-time rate

D	12.07	14.60	20.70	36.00	54.00	90.00
N	22.75	27.50	38.90	72.00	108.00	180.00

2 AM non-affiliates, average 1-time rate

D	5.00	7.50	14.75	26.25	38.00	60.00
N	6.75	8.75	20.25	37.50	48.00	80.00

KCBQ, 5kw-D, 1kw-N, 1170kc, CBS, Hollingbery, Hooper

D	16.00	16.00	24.00	40.00	60.00	100.00
N	30.00	30.00	48.00	80.00	120.00	200.00

KFMB, 1kw, 550kc, ABC, Branham, Hooper

D	10.80	14.40	18.00	36.00	54.00	90.00
N	18.00	24.00	36.00	72.00	108.00	180.00

KFMB-TV, Chan. 8, 29.2kw-vis.; 20.2kw-aur.; ABC, Branham

D			50.00	80.00	120.00	200.00
N	80.00	80.00	100.00	160.00	240.00	400.00

KFSD, 5kw, 60kc, NBC, Raymer, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	14.00	18.00	24.00	40.00	60.00	100.00
N	28.00	36.00	48.00	80.00	120.00	200.00

KFSD-FM, Chan. 231, 94.1mc, 33kw, Bonus

KGB, 1kw, 1360kc, MBS, Blair

D	7.50	10.00	16.80	28.00	42.00	70.00
N	15.00	20.00	23.60	56.00	84.00	140.00

KSDO, 5kw-D, 1kw-N, 1130kc, Pearson

D	5.00	7.50	11.50	22.50	40.00	60.00
N	7.50	10.00	22.50	45.00	60.00	100.00

KSON, 250w, 1240kc, Forjoe

D	5.00	7.50	18.00	30.00	36.00	60.00
N	5.00	7.50	18.00	30.00	36.00	60.00

SAN FERNANDO, Los Angeles, 1,359,251 homes, 98.7% radio, 1,341,581 radio homes.

KGIL, 1kw, 1260kc

D	4.50	6.00	10.00	20.00	30.00	50.00
N	4.50	6.00	10.00	20.00	30.00	50.00

SAN FRANCISCO, San Francisco, 287,776 homes, 98.2% radio, 279,650 radio homes.

4 AM affiliates, average 1-time rate

D	38.83	38.25	56.67	96.00	144.00	240.00
N	73.17	69.75	108.00	183.00	274.50	457.50

4 AM non-affiliates, average 1-time rate

D	11.52	12.88	20.38	37.99	61.24	102.25
N	21.41	23.44	37.12	68.75	110.50	186.00

(Continued on page 20)

KCRA

SACRAMENTO
CALIFORNIA

Carries more "Retail Grocery Business" than all other Sacramento stations combined!

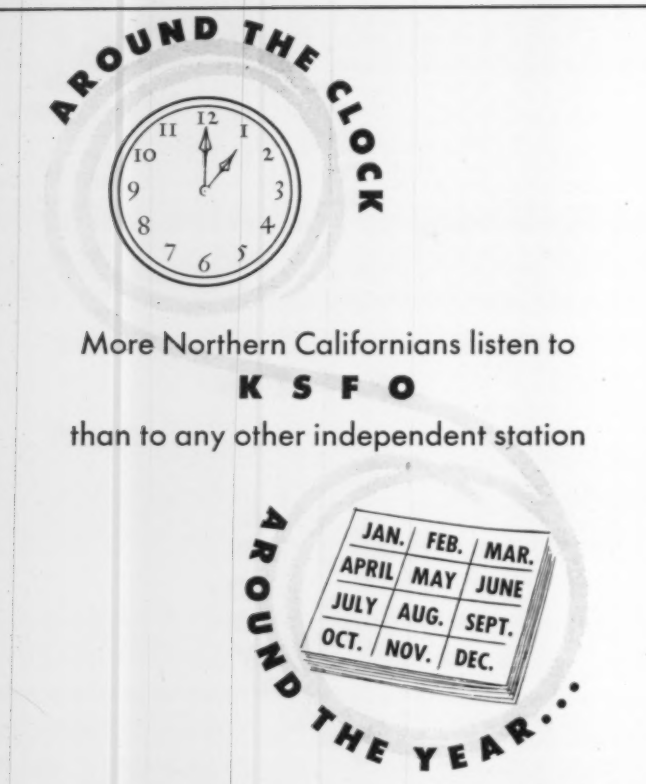
Ask about the KCRA merchandising plan

SACRAMENTO RANKS

70th in Population
59th " Total Eff. Buying Income
57th " Food Sales
55th " Gen. Mdse. Sales
52nd " Total Retail Sales
51st " Automotive Sales
47th " Drug Sales
40th " Furn.-House-Radio Sales
21st " Per Family Eff. Buying Income
11th " Per Capita Eff. Buying Income

NBC AFFILIATE

REPRESENTATIVES:
ROBERT MEEKER & ASSOCIATES
PACIFIC COAST - W. S. GRANT CO.



CALIFORNIA

SPOT RATE FINDER

(Continued from page 19)

SAN FRANCISCO—(Contd.)

KCBS, 50kw, CBS, Radio Sales, BMB, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	40.00	....	50.00	100.00	150.00	250.00
N	80.00	....	....	200.00	300.00	500.00

KCBS-FM, Chan. 279, 103.7mc, Radio Sales, Bonus

KFRC, 5kw, 610kc, MBS, Don Lee, Blair

D	...	...	....	80.00	120.00	200.00
N	...	...	....	160.00	240.00	400.00

KGO, 50kw, 810kc, ABC, ABC Spot Sales, Hooper

D	40.50	40.50	72.00	108.00	162.00	270.00
N	67.50	67.50	120.00	180.00	270.00	450.00

KGO-FM, Chan. 291, 106.1mc, 50kw, ABC Spot Sales, Bonus

KGO-TV, Chan. 7, 13kw-aur.; 27kw-vis.; ABC, ABC Spot Sales, Tele-Que

D	20.00	40.00	64.00	96.00	144.00	240.00
N	40.00	80.00	128.00	192.00	288.00	480.00

KGSF (FM), Chan. 247, 97.3mc, 10kw, Forjoe (No rates available)

KJBS, 1kw, 1100kc, Headley-Reed, Hooper

D	16.50	16.50	28.00	45.00	80.00	137.00
N	33.00	33.00	56.00	90.00	160.00	274.00

KNBC, 50kw, 680kc, NBC, NBC Spot, BMB

D	36.00	36.00	48.00	96.00	144.00	240.00
N	72.00	72.00	96.00	192.00	288.00	480.00

KNBC-FM, Chan. 259, 99.7mc, 45kw, NBC Spot Sales, Bonus

KPIX (TV), Chan. 5, 15.43kw-aur.; 29.93kw-vis.; CBS, DuMont, Katz

D	75.00	75.00	115.00	180.00	360.00	450.00
N	75.00	75.00	115.00	180.00	360.00	450.00

KPOO, 1kw-D, 1010kc (CP) (No rates available)

KRON (FM), Chan. 243, 96.5mc, 12kw

N	2.00	6.00	9.00	12.00	18.00	30.00

KRON-TV, Chan. 4, 7.7kw-aur.; 14.5kw-vis.; NBC, Free & Peters

D	...	60.00	75.00	120.00	180.00	300.00
N	....	120.00	150.00	240.00	360.00	600.00

KSAN, 250w, 1450kc, Pulse

D	7.50	7.50	13.50	27.00	45.00	72.00
N	12.50	12.50	22.50	45.00	72.00	120.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KSFO, 5kw-D, 1kw-N, 560kc, Rambeau, BMB, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	14.00	14.00	20.00	39.95	59.95	100.00
N	28.00	28.00	40.00	80.00	120.00	200.00

KYA, 5kw-D, 1kw-N, 1260kc, Hollingbery

D	8.10	13.50	20.00	40.00	60.00	100.00
N	12.15	20.25	30.00	60.00	90.00	150.00

SANGER, Fresno, 82,751 homes, 97.4% radio, 80,599 radio homes.

KSJV, 1kw-D, 900kc, Tracy-Moore

D	4.00	5.00	10.00	16.00	24.00	40.00

SAN JOSE, Santa Clara, 86,499 homes, 98.5% radio, 85,202 radio homes.

4 AM non-affiliates, average 1-time rate

D	6.00	9.25	15.25	26.25	40.75	68.75
N	5.50	9.00	17.00	30.67	42.33	73.33

KEEN, 1kw, 1370kc, Grant, Hooper

D	6.00	8.00	14.00	28.00	42.00	70.00
N	6.00	8.00	14.00	28.00	42.00	70.00

KLOK, 5kw-D, 1170kc

D	7.00	10.00	15.00	25.00	42.00	70.00

KSJO, 1kw-D, 500w-N, 1590kc, Conlan

D	...	11.00	17.00	27.00	39.00	65.00
N	...	11.00	22.00	39.00	45.00	80.00

KSJO-FM, Chan. 237, 95.3mc, 1kw, Bonus

KXRX, 1kw, 1500kc, Western Radio

D	5.00	8.00	15.00	25.00	40.00	70.00
N	5.00	8.00	15.00	25.00	40.00	70.00

SAN LUIS OBISPO, San Luis Obispo, 17,863 homes, 97.1% radio, 17,345 radio homes.

2 AM affiliates, average 1-time rate

D	5.50	5.50	7.00	13.50	19.50	32.50
N	7.50	7.50	11.00	22.00	33.00	55.00

KATY, 250w, 1340kc, ABC

D	5.00	5.00	6.00	12.00	18.00	30.00
N	7.00	7.00	10.00	20.00	30.00	50.00

KVEC, 1kw-D, 500w-N, 920kc, MBS, Grant, Hooper

D	6.00	6.00	8.00	15.00	21.00	35.00
N	8.00	8.00	12.00	24.00	36.00	60.00

SAN MATEO, San Mateo, 71,814 homes, 98.5% radio, 70,737 radio homes.

2 AM non-affiliates, average 1-time rate

D	7.45	8.50	13.33	30.16	47.50	79.16

KSMO, 1kw, 1550kc, Grant, Pulse

D	7.90	9.00	16.67	33.33	50.00	83.33
N	11.00	12.50	25.00	50.00	75.00	125.00

KVSM, 250w-D, 1050kc, Oakes

D	7.00	8.00	10.00	27.00	45.00	75.00

SAN RAFAEL, Marin, 27,006 homes, 99.2% radio, 26,790 radio homes.

KTIM, 1kw-D, 1510kc

D	4.70	4.70	7.05	14.15	25.90	47.05

SANTA ANA, Orange, 74,267 homes, 98.5% radio, 73,153 radio homes.

KVOE, 1kw, 1480kc, MBS, Cooke, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	10.00	16.00	24.00	40.00
N	6.00	6.00	15.00	24.00	36.00	60.00

KVOE-FM, Chan. 244, 96.7mc, 1kw

D	1.00	1.00	3.50	5.00	10.00	15.00
N	1.00	1.00	3.50	5.00	10.00	15.00

SANTA BARBARA, Santa Barbara, 31,411 homes, 97.9% radio, 30,751 radio homes.

3 AM affiliates, average 1-time rate

D	5.18	5.85	9.17	15.50	23.00	38.00
N	10.37	11.70	16.17	26.87	40.80	68.00

KDB, 250w, 1490kc, MBS, Pearson

D	5.00	7.00	10.50	14.00	21.00	35.00
N	10.00	14.00	21.00	28.00	42.00	70.00

KIST, 250w, 1340kc, NBC, Hooper

D	4.95	4.95	9.00	16.50	24.00	39.00
N	9.90	9.90	15.00	27.00	42.00	70.00

KTMS, 1kw, 1250kc, ABC, Raymer

D	5.60	5.60	8.00	16.00	24.00	40.00
N	11.20	11.20	12.80	25.60	38.40	64.00

SANTA CRUZ, Santa Cruz, 29,292 homes, 97.8% radio, 28,648 radio homes.

2 AM non-affiliates, average 1-time rate

D	6.25	7.00	22.00	34.00	46.00	70.00
N	8.50	9.50	26.00	42.00	58.00	90.00

KDON, 5kw, 1460kc, Grant

D	7.50	9.00	34.00	48.00	62.00	90.00
N	11.00	13.00	40.00	60.00	80.00	120.00

KSCO, 1kw-D, 500w-N, 1080kc

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SANTA MARIA, Santa Barbara, 31,411 homes, 97.9% radio, 30,751 radio homes.

KCOY, 250w, 1400kc, ABC, Raymer, Hooper

D	3.50	3.50	5.00	10.00	15.00	25.00
N	7.00	7.00	8.00	16.00	24.00	40.00

KSMA, 250w, 1240kc

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.00	4.50	9.00	18.00	27.00	45.00

SANTA MONICA, Los Angeles, 1,359,251 homes, 98.7% radio, 1,341,581 radio homes.

KOWL, 5kw-D, 1580kc

D	4.50	7.00	9.00	21.00	36.00	60.00

SANTA PAULA, Ventura, 32,658 homes, 97.7% radio, 31,907 radio homes.

KSPA, 250w, 1400kc

D	3.00	4.50	6.75	13.50	22.50	37.50
N	3.00	4.50	6.70	13.50	22.50	37.50

SANTA ROSA, Sonoma, 37,408 homes, 98.4% radio, 36,809 radio homes.

KSRO, 1kw, 1350kc, Grant

D	5.25	5.25	10.50	21.00	31.50	52.50
N	7.00	7.00	14.00	28.00	42.00	70.00

SAUSALITO, Marin, 27,006 homes, 99.2% radio, 26,790 radio homes.

KDFC (FM), Chan. 271, 102.1mc, 33kw (See San Francisco Listing)

SONORA, Tuolumne, 5,669 homes, 97.2% radio, 5,510 radio homes.

KROG, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	10.00	16.00	24.00	40.00
N	4.00	6.00	10.00	16.00	24.00	40.00

STOCKTON, San Joaquin, 58,158 homes, 97.5% radio, 56,704 radio homes.

3 AM affiliates, average 1-time rate

D	6.33	6.33	11.33	20.67	31.00	51.67
N	11.67	11.67	19.00	37.33	56.00	93.33

KGDM, 5kw, 1140kc, CBS, Blair

D	9.00	9.00	18.00	30.00	45.00	75.00
N	15.00	15.00	25.00	48.00	72.00	120.00

KGDM-FM, Chan. 225, 92.9mc, 1kw, Blair, Bonus.

KGW, 250w, 1230kc, ABC, Raymer

D	5.00	5.00	8.00	16.00	24.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

KSTN, 1kw, 1420kc, Hollingbery, Hooper

D	3.50	3.50	5.60	11.20	16.80	28.00
N	3.50	3.50	5.60	11.20	16.80	28.00

KXOB, 1kw, 1280kc, MBS, Western Radio, Conlan

D	5.00	5.00	8.00	16.00	24.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

SUSANVILLE, Lassen, 5,678 homes, 97.8% radio, 5,553 radio homes.

KSUE, 250w, 1240kc, Tracy-Moore

D	4.00	4.00	7.00	14.00	21.00	35.00
N	4.00	4.00	7.00	14.00	21.00	35.00

TAFT, Kern, 65,872 homes, 97.1% radio, 63,962 radio homes.

KTKR, 500w-D, 1310kc, LBS

D		4.00	10.00	16.00	24.00	40.00

TULARE, Tulare, 44,782 homes, 96.5% radio, 43,215 radio homes.

KCOK, 1kw, 1270kc, MBS, Grant

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	10.00	20.00	30.00	50.00

TURLOCK, Stanislaus, 37,713 homes, 97.8% radio, 36,883 radio homes.

KTUR, 1kw, 1390kc, LBS, O'Connell

D	3.90	3.90	8.45	17.55	34.15	48.10
N	3.90	3.90	9.75	22.75	42.90	81.50

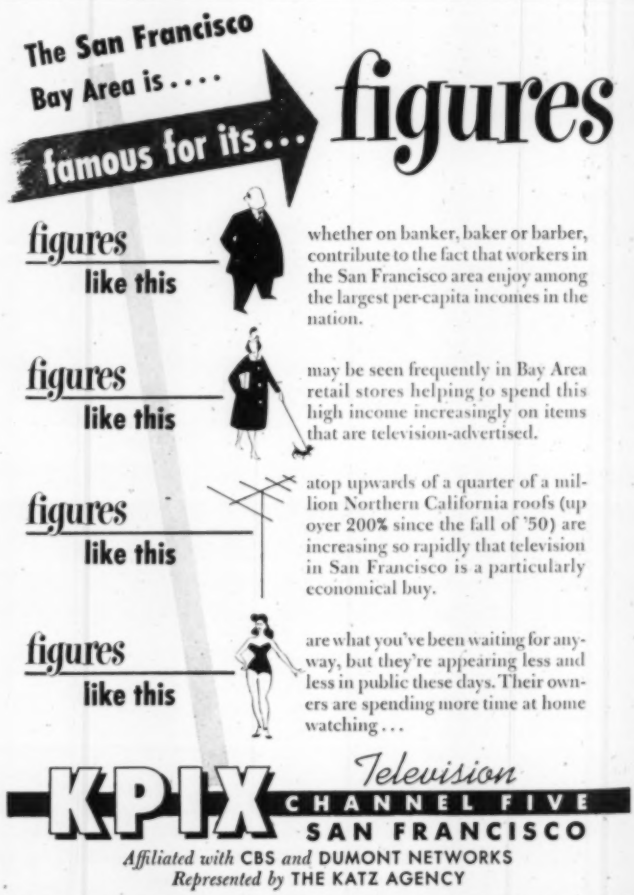
UKIAH, Mendocino, 12,753 homes, 96.5% radio, 12,307 radio homes.

KUCA, 250w, 1340kc (CP) (No rates available)

KUKI, 250w, 1400kc, Tracy-Moore, Western Radio

D	4.00	6.00	8.00	16.00	24.00	40.00
N	5.00	7.50	10.00	20.00	30.00	50.00

(Continued on page 24)


The San Francisco Bay Area is....
famous for its...
figures
figures like this
whether on banker, baker or barber, contribute to the fact that workers in the San Francisco area enjoy among the largest per-capita incomes in the nation.
figures like this
may be seen frequently in Bay Area retail stores helping to spend this high income increasingly on items that are television-advertised.
figures like this
atop upwards of a quarter of a million Northern California roofs (up over 200% since the fall of '50) are increasing so rapidly that television in San Francisco is a particularly economical buy.
figures like this
are what you've been waiting for anyway, but they're appearing less and less in public these days. Their owners are spending more time at home watching...
KPIX
Television
CHANNEL FIVE
SAN FRANCISCO
Affiliated with CBS and DUMONT NETWORKS
Represented by THE KATZ AGENCY

THE NATION'S #1 ALL-WESTERN MUSIC STATION

COTTONSEED CLARK—The Bay Area's FOREMOST WESTERN DISC JOCKEY. Over 2500 Letters a Month!

★KVSM

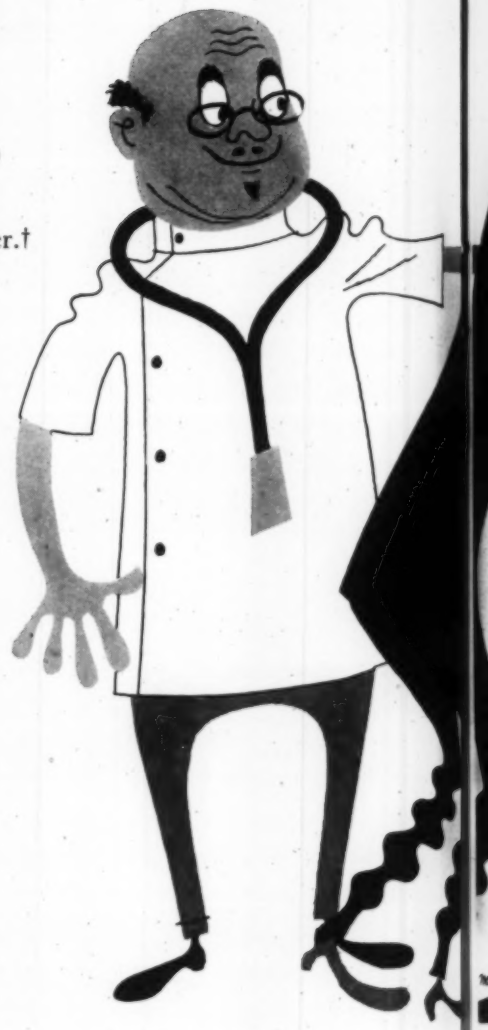
SAN FRANCISCO-OAKLAND BAY AREA

Call or Wire THE WALKER CO., for The Complete Story!

DON LEE delivers more than

Nielsen's figures show that Don Lee
***daytime audiences are up 16%**
***nighttime audiences are up 17%**

**(first quarter of 1951 vs. first quarter of 1949, full network average audience)*



Don Lee is a *bigger*, *better* advertising medium today than ever.† No other advertising medium of *any* kind can deliver your sales message to as many people as often from their own local major selling medium (with all the local influence and prestige) at as low a cost per sales impression as Don Lee.

The above is a *BIG* statement, but Don Lee is a *BIG* selling medium with 45 stations in 45 important Pacific Coast markets. Only Don Lee was especially designed to consistently sell *all* the Pacific Coast. That's why Don Lee consistently broadcasts more regionally sponsored advertising than any other network on the Pacific Coast. Don Lee delivers *MORE* and the advertisers who sell the Pacific Coast know it.

†11 Don Lee affiliates have increased power and/or improved frequency during the past year and a half.

WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY

...an anyone else on the Pacific Coast

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

XUM

CALIFORNIA

SPOT RATE FINDER

(Continued from page 20)

VALLEJO, Solano, 31,067 homes, 98.7% radio, 30,663 radio homes.
KGYW, 250w-D, 1190kc, Moore, Hooper, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50		20.00	30.00	50.00

VENTURA-OXNARD, Ventura, 32,658 homes, 97.7% radio, 31,907 radio homes.
KVEN, 250w, 1450kc

D	2.75	4.50	7.00	12.00	20.00	34.00
N	2.75	4.50	7.00	12.00	20.00	34.00

KVVC, 1kw, 1590kc, LBS, KBS, Grant

D	3.60	6.00	12.10	21.60	36.00	60.00
N	3.60	6.00	12.10	21.60	36.00	60.00

VICTORVILLE, San Bernardino, 99,132 homes, 97.4% radio, 96,555 radio homes.
KVRV, 5kw-D, 960kc (CP)
(No rates available)

VISALIA, Tulare, 44,782 homes, 96.5% radio, 43,215 radio homes.
KKIN, 250w, 1400kc, Forjoe

D	3.00	3.45	7.00	11.00	18.00	30.00
N	4.00	5.00	10.00	16.00	25.00	40.00

WASCO, Kern, 65,872 homes, 97.1% radio, 63,962 radio homes.
KWSO, 250w-D, 1050kc, Pulse

D	4.00	4.00	9.00	15.00	25.00	40.00

WATSONVILLE, Santa Cruz, 29,292 homes, 97.8% radio, 28,648 radio homes.
KHUB, 250w, 1340kc

D		7.20	10.00	18.00	33.00	48.00
N		7.20	10.00	18.00	33.00	48.00

YREKA, Siskiyou, 9,958 homes, 97.4% radio, 9,699 radio homes.
KSYC, 250w, 1490kc, LBS, Moore, BMB

D		4.00	7.00	14.00	21.00	35.00
N		4.00	7.00	14.00	21.00	35.00

YUBA CITY, Sutter, 7,994 homes, 96.8% radio, 7,738 radio homes.
KUBA, 1kw-D, 500w-N, 1600kc, West Coast Radio Sales, Western Radio

D	6.65	9.50	17.00	27.00	39.00	65.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KIEM with 5000 watts!

IS INTERESTED in processing plants that use waste wood. In the KIEM area there are over 400 mills and plywood plants. This area today is the largest lumber producing section in California and one of largest in world. It is the only redwood lumber area, and now fir production here exceeds that of redwood. If you know of any plant interested in processing waste materials left from logging and lumber operation, please have them contact KIEM. Information will be supplied and without obligation. Phone 4000 or write Bill Smullin, KIEM. Eureka, California.

WILL tell your story to more than 100,000 people in the northwestern California and southwestern Oregon lumber producing area. If you are interested in lumberjacks, fishermen, dairymen, cattlemen, sheepmen or redwood tourists, KIEM will reach them for you. They believe and trust this station which has been operating since 1933. Modern plant manned by 25 professional radio people will handle your campaign. For details, write direct or call John Blair and Company.

XUM

CALIFORNIA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Alameda	733,999	513,011	232,715	230,155	98.9	154,935	836,472	29,207*	171,994	126,705
Alpine	236	323	291	279	95.9	63	118	227*	71	54
Amador	9,101	8,973	3,143	3,055	97.2	2,153	8,411	1,805*	1,627	1,123
Butte	64,374	42,840	21,877	21,199	96.9	10,913	73,689	28,479*	9,735	6,224
Calaveras	9,850	8,221	3,494	3,372	96.5	2,152	6,239	1,885*	1,240	788
Colusa	11,567	9,788	3,711	3,629	97.8	2,331	15,013	20,170*	1,058	571
Contra Costa	297,430	100,450	84,993	83,888	98.7	27,615	196,097	19,906*	41,524	30,932
Del Norte	8,027	4,745	2,639	2,518	95.4	1,110	8,263	1,601*	1,718	1,196
Eldorado	16,046	13,229	8,945	8,560	95.7	3,312	14,100	3,658*	2,610	1,566
Fresno	274,225	178,565	82,751	80,599	97.4	42,573	291,418	155,684*	40,846	26,924
Glenn	15,341	12,195	4,812	4,701	97.7	2,991	18,010	19,228*	1,524	859
Humboldt	68,548	45,812	21,758	21,062	96.8	11,845	76,790	15,313*	16,131	11,560
Imperial	62,580	59,740	16,931	15,780	93.2	10,398	74,089	76,317*	9,155	5,667
Inyo	11,486	7,625	3,934	3,753	95.4	1,661	15,975	1,762*	2,329	1,517
Kern	227,163	135,124	65,872	63,962	97.1	31,076	247,632	113,734*	29,006	20,227
Kings	46,265	35,168	13,605	13,170	96.8	7,915	48,693	35,088*	5,263	3,496
Lake	11,380	8,069	5,537	5,415	97.8	2,300	10,454	4,556*	828	409
Lassen	18,403	14,479	5,678	5,553	97.8	3,589	16,848	3,340*	3,457	2,480
Los Angeles	4,125,164	2,785,643	1,359,251	1,341,581	98.7	835,058	4,707,180	195,840*	1,165,548	858,469
Madera	36,763	23,314	10,939	10,458	95.6	4,699	30,958	34,943*	2,786	1,681
Marin	85,237	52,907	27,006	26,790	99.2	12,704	68,006	12,597*	9,322	5,818
Mariposa	5,083	5,605	2,114	2,019	95.5	1,414	3,373	1,834*	776	424
Mendocino	40,596	27,864	12,753	12,307	96.5	6,005	36,056	13,771*	5,873	3,785
Merced	69,396	46,988	19,816	18,766	94.7	10,308	69,790	62,310*	6,287	4,019
Modoc	9,643	8,713	3,223	3,117	96.7	2,104	11,124	5,665*	1,401	1,038
Mono	2,082	2,299	1,830	1,739	95.0	530	1,791	680*	86	56
Monterey	129,911	73,032	39,056	38,080	97.5	17,334	133,673	57,720*	17,179	11,028
Napa	46,373	28,503	12,952	12,732	98.3	6,893	39,910	13,797*	4,888	2,960
Nevada	19,409	19,283	7,602	7,404	97.4	5,004	20,271	1,277*	2,705	1,638
Orange	214,061	130,760	74,267	73,153	98.5	37,481	210,952	95,895*	32,683	21,332
Placer	41,324	28,108	14,429	14,039	97.3	7,025	39,036	10,911*	4,019	2,282
Plumas	13,398	11,548	5,154	4,994	96.9	2,713	13,267	1,414*	2,114	1,298
Riverside	169,392	105,524	59,446	57,663	97.0	25,847	169,942	68,026*	32,144	14,465
Sacramento	275,659	170,333	82,486	80,754	97.9	43,712	328,782	47,711*	47,149	31,994
San Benito	14,330	11,392	4,598	4,488	97.6	2,836	12,432	19,869*	1,448	909
San Bernardino	280,252	161,108	99,132	96,555	97.4	41,367	252,654	83,471*	38,034	24,932
San Diego	535,967	289,348	170,296	167,231	98.2	82,582	517,403	37,749*	91,883	60,913
San Francisco	760,753	634,536	284,776	279,650	98.2	188,028	1,083,285	2,104*	368,136	292,217
San Joaquin	200,535	134,207	58,158	56,704	97.5	31,559	205,051	126,270*	30,563	20,648
San Luis Obispo	51,115	33,246	17,863	17,345	97.1	8,465	55,173	26,173*	5,311	2,993
San Mateo	234,080	111,782	71,814	70,737	98.5	31,709	182,580	18,411*	30,962	23,122
Santa Barbara	97,741	70,555	31,411	30,751	97.9	18,761	121,486	36,272*	16,069	10,158
Santa Clara	288,938	174,949	86,499	85,202	98.5	47,352	302,670	70,968*	47,545	32,870
Santa Cruz	65,920	45,057	29,292	28,648	97.8	13,279	71,344	18,434*	10,200	6,057
Shasta	36,062	28,800	12,013	11,520	95.9	6,834	43,269	4,325*	5,393	3,359
Sierra	2,363	3,025	1,154	1,111	96.3	836	1,620	604*	545	396
Siskiyou	30,517	28,598	9,958	9,699	97.4	7,225	31,697	12,022*	6,672	4,730
Solano	102,750	49,118	31,067	30,663	98.7	13,075	90,050	28,635*	9,702	6,161
Sonoma	102,774	69,052	37,408	36,809	98.4	19,291	130,609	74,427*	13,486	8,017
Stanislaus	126,765	74,866	37,713	36,883	97.8	18,974	152,756	87,818*	14,894	9,288
Sutter	26,135	18,680	7,994	7,738	96.8	4,451	15,424	43,361*	2,199	1,267
Tehama	19,169	14,316	6,444	6,264	97.2	3,663	19,896	14,449*	3,451	2,444
Trinity	5,045	3,970	2,168	2,053	94.7	994	2,832	434*	534	282
Tulare	148,711	107,152	44,782	43,215	96.5	23,936	134,635	149,549*	14,127	8,732
Tuolumne	12,517	10,887	5,669	5,510	97.2	9,236	12,864	2,389*	1,933	1,341
Ventura	113,415	69,685	32,658	31,907	97.7	16,854	99,577	58,272*	11,489	7,344
Yolo	40,453	27,243	11,913	11,591	97.3	6,484	34,470	35,909*	3,763	2,417
Yuba	24,251	17,634	7,509	7,201	95.9	3,874	38,335	9,606*	4,772	3,124

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

P. O. Box 366 WASCO
E. J. Peters
President

1050 KILOCYCLES

K W S O

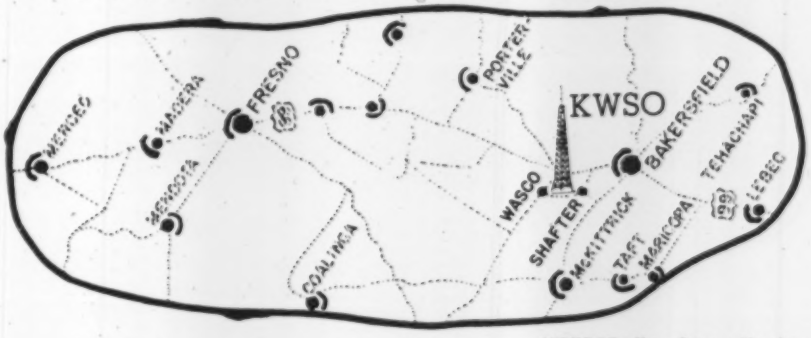
1000 WATTS

Kern County's Music Station

THE POTATO AND COTTON CENTER OF THE WEST

Phone: WASCO 4251
Theo. "Spud" Heinrichs
General Manager

Your Friendly Farm Station
The Only AM Outlet with daily Scheduled Concert Music in the Valley Giving us an Exclusive Audience
More People Attended Concerts Than Baseball in 1950 in the U. S.



SOURCE: Kern County Chamber of Commerce

Studios in Shafter and Wasco

STATISTICS

So. San Joaquin
*Pop.—939,000

Kern County
*Pop.—230,100

Kern County Bank Debits
*1949—$1,855,157,532
*1950—$1,926,392,865

Retail Sales
*1948—$226,345,000
*1949—$233,135,000

With an "EYE" to Serving the Southern San Joaquin Valley
and an "EAR" for Your Business
"Quality Sells Quality"

XUM

COLORADO

SPOT RATE FINDER

ALAMOSA, Alamosa, 2,921 homes, 95.5% radio, 2,790 radio homes.
KGIW, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.00	6.00	12.00	20.00	40.00
N	2.00	3.00	6.00	12.00	20.00	40.00

BOULDER, Boulder, 15,394 homes, 97.8% radio, 15,055 radio homes.
KBOL, 250w, 1490kc, Conlan

D	5.50	7.00	11.00	17.00	28.00	49.00
N	5.50	7.00	11.00	17.00	28.00	49.00

CANON CITY, Fremont, 5,535 homes, 96% radio, 5,314 radio homes.
KRLN, 250w, 1400kc

D	3.00	3.00	7.50	12.50	20.00	35.00
N	3.00	3.00	7.50	12.50	20.00	35.00

COLORADO SPRINGS, El Paso, 24,539 homes, 97.6% radio, 23,950 radio homes.
KRDO, 250w, 1240kc

D	4.00	4.00	10.00	20.00	30.00	50.00
N	4.00	4.00	10.00	20.00	30.00	50.00

KVOR, 1kw, 1300kc, CBS, Raymer

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	18.00	36.00	54.00	90.00

CRAIG, Moffat, 1,991 homes, 96.5% radio, 1,921 radio homes.
KRAI, 250w, 1230kc, Keystone

D	2.70	3.38	5.40	9.45	16.20	27.00
N	2.70	3.38	5.40	9.45	16.20	27.00

DENVER, Denver, 124,561 homes, 98% radio, 122,070 radio homes.

4 AM affiliates, average 1-time rate

D	19.50	17.62	25.50	48.50	74.75	124.50
N	36.83	33.62	56.00	97.00	149.25	248.75

2 AM non-affiliates, average 1-time rate

D	4.90	6.50	14.50	27.25	43.20	76.40

KFEL, 5kw, 950kc, MBS, Blair, Conlan

D	12.00	12.00	20.00	40.00	60.00	100.00
N	17.50	17.50	40.00	80.00	120.00	200.00

KFEL-FM, Chan. 247, 97.3mc, 6kw, Blair

D	2.40	3.00	3.00	6.00	11.00	20.00
N	4.00	5.00	6.00	12.00	22.00	40.00

KLZ, 5kw, 560kc, CBS, Katz, Hooper, BMB

D	22.50	22.50	30.00	55.00	83.00	138.00
N	45.00	45.00	60.00	110.00	165.00	275.00

KLZ-FM, Chan. 231, 94.1mc, 5.3kw

KMYR, 250w, 1340kc, Rambeau

D		6.00	15.00	30.00	50.00	80.00
N		6.00	15.00	30.00	50.00	80.00

KOA, 50kw, 850kc, NBC, NBC Spot Sales, BMB

D	24.00	24.00	32.00	64.00	96.00	160.00
N	48.00	48.00	64.00	128.00	192.00	320.00

KOA-FM, Chan. 239, 95.7mc, 43kw

KTLN, 1kw-D, 1150kc, Radio Representatives

D	4.90	7.00	14.00	24.50	36.40	72.80

KVOD, 5kw, 630kc, ABC, Free & Peters

D		12.00	20.00	35.00	60.00	100.00
N		24.00	40.00	70.00	120.00	200.00

DURANGO, La Plata, 4,486 homes, 94% radio, 4,217 radio homes.
KIUP, 1kw, 930kc, Holman

D	2.90	5.20	8.65	15.80	25.90	46.00
N	2.90	5.20	8.65	15.80	25.90	46.00

FORT COLLINS, Larimer, 15,796 homes, 97.5% radio, 15,401 radio homes.
KCOL, 1kw, 1410kc, Columbine Network, H-R Representatives

D	6.75	6.75	9.00	18.00	28.00	45.00
N	6.75	6.75	9.00	18.00	28.00	45.00

FORT MORGAN, Morgan, 5,135 homes, 95.9% radio, 4,924 radio homes.
KFTM, 500w-D, 1260kc, Columbine Network

D	2.86		7.50	15.00	25.00	45.00

GLENWOOD SPRINGS, Garfield, 3,688 homes, 96% radio, 3,540 radio homes.
KGLN, 250w, 1340kc, MBS, Holman

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

GRAND JUNCTION, Mesa, 12,019 homes, 96.2% radio, 11,562 radio homes.
KEXO, 250w, 1230kc, Oakes

D		3.00	6.00	12.00	18.00	30.00
N		5.00	10.00	20.00	30.00	50.00

KFXJ, 1kw-D, 500w-N, 920kc, MBS, Holman

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

BROADCASTING TELECASTING
MARKETBOOK MAP of
COLORADO

Scale of Miles: 25 50 75 100

① Location of City and number of Standard (AM) Broadcasting Stations
② Number of FM Broadcasting Stations
△ Number of Telecasting Stations

MAP BY WALTER F. BURK, MIDDLEBURY, VERMONT
© 1951, Broadcasting Publications, Inc.

* * *

GREELEY, Weld, 19,482 homes, 96.9% radio, 18,878 radio homes.
KFKA, 1kw, 1310kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.50	14.00	28.00	42.00	70.00
N	3.00	4.50	14.00	28.00	42.00	70.00

KYOU, 250w, 1450kc, McGillvra, LBS

D		3.60	7.50	15.00	25.00	45.00
N		3.60	7.50	15.00	25.00	45.00

LA JUNTA, Otero, 7,404 homes, 95.1% radio, 7,041 radio homes.
KOKO, 250w, 1400kc, MBS, KBS

D	3.50	5.25	7.00	14.00	21.00	35.00
N	3.50	5.25	7.00	14.00	21.00	35.00

LAMAR, Prowers, 4,308 homes, 96.9% radio, 4,174 radio homes.
KLMR, 250w, 1340kc, LBS

D	2.60	3.90	8.50	15.00	26.00	39.00
N	2.60	3.90	8.50	15.00	26.00	39.00

LEADVILLE, Lake, 2,224 homes, 95.5% radio, 2,124 radio homes.
KLVC, 250w, 1230kc, LBS, Columbine, Clark

D	1.75	3.00	7.00	12.00	20.00	35.00
N	1.75	3.00	7.00	12.00	20.00	35.00

LONGMONT, Boulder, 15,394 homes, 97.8% radio, 15,055 radio homes.
KLMO, 250w-D, 1050kc

D	3.00	5.00	10.00	20.00	30.00	50.00

MONTROSE, Montrose, 4,305 homes, 95.3% radio, 4,103 radio homes.
KUBC, (Delta, Montrose) 1kw-D, 500DA-N, 1260kc

D	2.70	3.38	5.40	9.45	16.20	27.00
N	2.70	3.38	5.40	9.45	16.20	27.00

PUEBLO, Pueblo, 23,956 homes, 96.5% radio, 23,118 radio homes.

3 AM affiliates, average 1-time rate

D	5.75	5.17	9.60	19.20	28.80	48.00
N	9.50	8.33	15.33	30.67	46.00	76.67

KCSJ, 1kw, 590kc, MBS, Taylor, Hooper

D	5.50	5.50	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

KDZA, 250w, 1230kc, LBS, Cooke, Hooper

D		4.00	8.00	16.00	24.00	40.00
N		6.00	12.00	24.00	36.00	60.00

* * *

KGHF, 5kw-D, 1kw-N, 1350kc, ABC, McGillvra, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.80	21.60	32.40	54.00
N	10.00	10.00	18.00	36.00	54.00	90.00

SALIDA, Chaffee, 2,549 homes, 95.2% radio, 2,427 radio homes.
KVRH, 250w, 1340kc, Clark, BMB, Continental

D	1.75	3.00	7.00	12.00	20.00	35.00
N	1.75	3.00	7.00	12.00	20.00	35.00

STERLING, Logan, 5,032 homes, 96.6% radio, 4,861 radio homes.
KGEK, 250w-D, 1230kc

D	2.00	3.00	4.50	8.50	16.00	

* * *

TRINIDAD, Las Anamis, 7,411 homes, 91.8% radio, 6,803 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	8.88	17.00	24.50	38.00
N	3.25	4.50	9.88	20.00	29.00	44.00

KCRT, 250w, 1240kc, LBS

D	1.00	2.00	4.75	8.00	14.00	30.00
N	1.00	2.00	4.75	8.00	14.00	30.00

KSTR, 1kw-D, 500w-N, 1280kc, MBS

D	5.00	6.00	13.00	26.00	35.00	46.00
N	5.50	7.00	15.00	32.00	44.00	58.00

* * *

MARKET INDICATORS FOR COLORADO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,325,089	'50	1,123,296	'40
% of U. S.	.9%	'50	0.85%	'40
Homes	406,740	'50	305,825	'40
Percent Radio	96.9%	'50	84.5%	'40
Radio Homes	394,131	'50	258,573	'40
Retail Sales	$1,357,115,000	'50	1,252,585,000	'48
Retail Trade Employes	66,795	'48	46,616	'39
Wholesale Sales Volume	$1,595,345,000	'48	435,100,000	'39
Wholesale Trade Employes	24,688	'48	14,562	'39
Manufacturing Employment (Mid-March)			51,919	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 32,517,000	'47
Income	$1,703,000,000	'49	589,000,000	'40
Percent distribution	.86%	'49	0.78%	'40
Per Capita Income	$ 1,386	'49	524	'40
Percent of national per capita income	104%	'49	91%	'40
New Construction (Private)	$ 215,300,000	'50	29,400,000	'39
Residential	$ 93,900,000	'50	14,600,000	'39
Non-Residential	$ 29,400,000	'50	4,400,000	'39
Automobile Registration	564,210	'50	469,545	'48
Telephones	441,000	'50	267,500	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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COLORADO RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1949	Taxable Payrolls 1st Qtr. 1949 ($000)
Adams	40,353	22,481	10,559	10,137	96.0	4,402	19,475	12,038*	1,730	861
Alamosa	10,525	10,484	2,921	2,790	95.5	2,105	13,912	5,326*	1,376	636
Arapahoe	51,687	32,150	14,930	14,631	98.0	7,798	38,178	6,994*	3,909	2,265

(Continued on page 28)

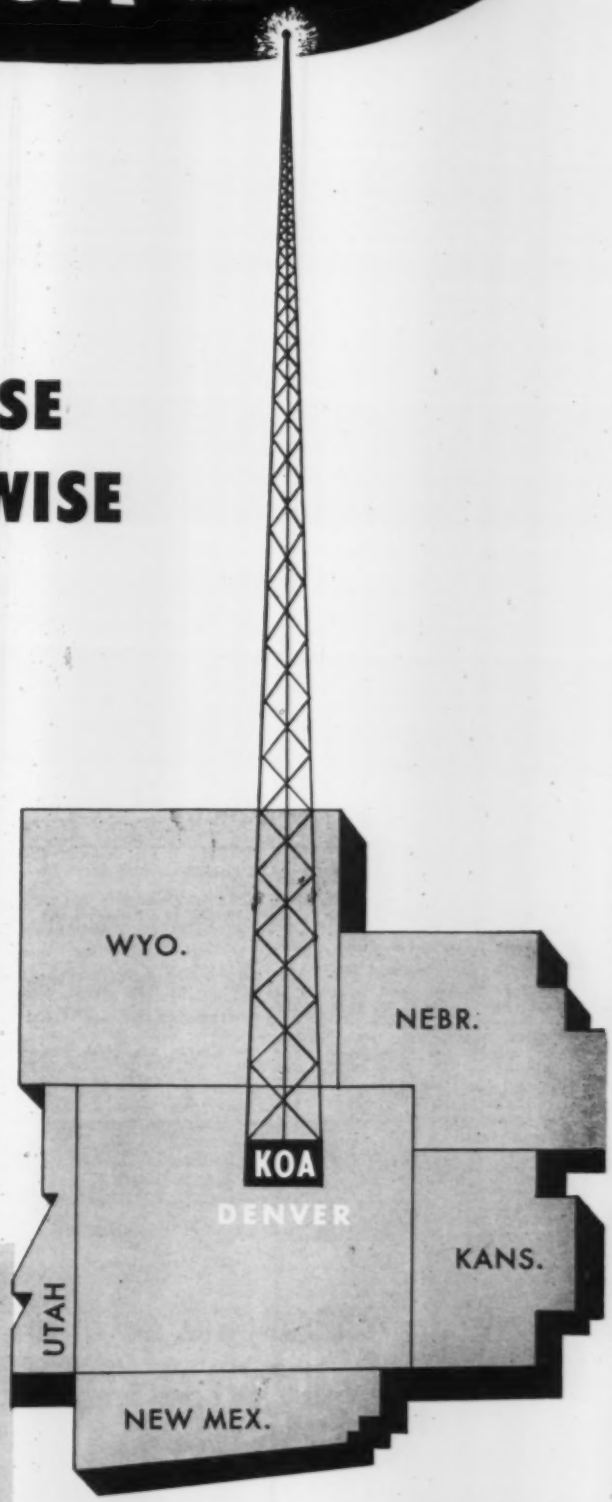
Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm income add $000.

50,000 Watt KOA

The biggest single advertising medium in the Mountain-Plains States

- **POWER-WISE**
- **PROGRAM-WISE**
- **PROMOTION-WISE**
- **SALES-WISE**

KOA *is the West's Greatest Salesman reaching the most people at the lowest cost-per-listener.*



The ONE AND ONLY 50,000 WATT Station Serving Colorado & Wyoming

REPRESENTED BY **NBC Spot Sales**

KOA

COLORADO RADIO MARKET DATA BY COUNTIES

(Continued from page 26)

County	1950 Population	1940 Population	1950 Homes	Radio Homes 1950	Radio Percentage	Radio Homes 1940	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Archuleta	3,025	3,806	893	827	92.6	506	1,890	1,884*	144	66
Baca	7,947	6,207	2,471	2,330	94.3	1,085	7,889	16,058*	450	189
Bent	8,793	9,653	2,464	2,336	94.8	1,771	5,899	7,426*	599	208
Boulder	48,144	37,438	15,394	15,055	97.8	10,070	45,113	17,623*	6,037	2,887
Chaffee	7,115	8,109	2,549	2,427	95.2	1,936	7,503	1,096*	772	321
Cheyenne	3,445	2,964	1,037	1,006	97.0	642	2,936	4,505*	152	62
Clear Creek	3,276	3,784	1,958	1,911	97.6	957	3,514	47*	388	189
Conejos	10,116	11,648	2,871	2,644	92.1	1,268	4,526	6,487*	228	85
Costilla	6,047	7,533	1,525	1,386	90.9	627	1,588	3,182*	104	29
Crowley	5,215	5,398	1,475	1,415	95.9	1,041	3,807	5,495*	354	128
Custer	1,565	2,270	723	675	93.4	447	777	1,136*	142	67
Delta	17,335	16,470	5,489	5,247	95.6	3,369	13,096	11,727*	1,253	527
Denver	412,856	322,412	124,561	122,070	98.0	8,621	558,833	4,347*	133,266	82,361
Dolores	1,959	1,958	780	729	93.4	323	1,036	1,819*	275	176
Douglas	3,489	3,496	1,264	1,222	96.7	818	2,062	3,132*	271	159
Eagle	4,466	5,361	1,654	1,609	97.3	1,135	3,023	3,492*	659	348
Elbert	4,469	5,460	1,423	1,363	95.8	1,149	2,521	7,276*	103	34
El Paso	74,265	54,025	24,539	23,950	97.6	14,593	78,987	10,343*	12,485	6,394
Fremont	18,091	19,742	5,535	5,314	96.0	4,199	14,001	3,177*	2,153	1,110
Garfield	11,595	10,560	3,688	3,540	96.0	2,216	11,833	6,411*	1,215	640
Gilpin	845	1,625	829	800	96.5	437	433	19*	83	41
Grand	3,904	3,587	1,850	1,783	96.4	780	5,036	2,689*	369	199
Gunnison	5,689	6,192	2,578	2,493	96.7	1,415	5,870	2,931*	939	598
Hinsdale	245	349	234	234	100.0	76	124	233*		
Huerfano	10,508	16,088	3,292	2,996	91.0	2,308	7,560	2,675*	1,326	729
Jackson	1,966	1,798	897	867	96.6	367	1,413	4,433*	305	149
Jefferson	55,465	30,725	18,846	18,544	98.4	7,718	32,102	8,401*	2,755	1,363
Kiowa	2,990	2,793	1,019	975	95.7	602	2,388	3,677*	107	40
Kit Carson	8,569	7,512	2,464	2,358	95.7	1,441	9,540	9,854*	491	192
Lake	6,139	6,883	2,224	2,124	95.5	1,699	6,471	247*	2,121	1,548
La Plata	14,854	15,494	4,486	4,217	94.0	2,901	14,472	4,270*	1,760	785
Larimer	43,495	35,539	15,796	15,401	97.5	8,925	42,952	19,189*	5,108	2,607
Las Animas	25,918	32,369	7,411	6,803	91.8	4,917	18,006	5,852*	3,546	2,066
Lincoln	5,869	5,882	1,879	1,811	96.4	1,277	7,389	7,033*	415	173
Logan	17,117	18,370	5,032	4,861	96.6	3,796	20,626	18,884*	2,101	1,015
Mesa	38,906	33,791	12,019	11,562	96.2	7,216	37,103	17,024*	4,248	2,112
Mineral	691	975	561	541	96.4	232	476	130*	61	39
Moffat	5,944	5,086	1,991	1,921	96.5	1,119	8,928	4,300*	849	485
Montezuma	9,937	10,463	3,003	2,832	94.3	1,704	9,490	5,723*	880	382
Montrose	15,024	15,418	4,305	4,103	95.3	3,064	12,629	9,700*	1,348	541
Morgan	18,035	17,214	5,135	4,924	95.9	3,681	20,171	20,681*	1,810	998
Otero	25,274	23,571	7,404	7,041	95.1	4,855	22,002	13,606*	2,709	1,195
Ouray	2,089	2,089	704	693	98.4	4,499	1,304	951*	254	162
Park	1,853	3,272	1,154	1,103	95.6	780	1,653	1,866*	184	88
Phillips	4,907	4,948	1,553	1,513	97.4	1,170	6,604	6,626*	476	174
Pitkin	1,629	1,836	775	750	96.8	423	1,034	1,811*	280	122
Prowers	14,837	12,304	4,308	4,174	96.9	2,507	18,577	12,787*	1,928	993
Pueblo	89,592	68,870	23,956	23,118	96.5	15,493	82,295	7,971*	18,739	11,064
Rio Blanco	4,711	2,943	1,723	1,682	97.6	653	4,903	3,630*	675	376
Rio Grande	12,639	12,404	3,570	3,367	94.3	2,196	11,019	17,237*	1,101	570
Routt	8,896	10,525	2,845	2,760	97.0	2,331	7,502	6,058*	1,608	1,022
Saguache	5,692	6,173	1,870	1,769	94.6	951	3,912	5,369*	326	161
San Juan	1,459	1,439	384	375	97.6	324	943	13*	305	223
San Miguel	2,690	3,664	1,001	944	94.3	691	1,421	1,619*	426	306
Sedgwick	5,080	5,294	1,497	1,454	97.1	1,127	5,816	8,622*	501	277
Summit	1,130	1,754	749	728	97.2	481	586	492*	85	34
Teller	2,734	6,463	1,657	1,609	97.1	1,624	2,464	541*	498	233
Washington	7,522	8,336	2,236	2,153	96.3	1,636	6,024	8,362*	319	129
Weld	66,623	63,747	19,482	18,878	96.9	13,602	62,811	80,936*	6,482	3,744
Yuma	10,823	12,102	3,319	3,216	96.9	2,477	10,667	12,310*	629	271

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

CONNECTICUT

SPOT RATE FINDER

BRIDGEPORT, Fairfield. 14,033 homes, 98.9% radio, 13,879 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.00	8.00	13.00	26.00	39.00	65.00
N	12.50	14.00	24.00	48.00	72.00	120.00

WICC, 1kw-D, 500w-N, 600kc, MBS, Petry

D	8.00	8.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WLIZ, 1kw-D, 1300kc, Young

D	3.00	8.00	15.00	30.00	45.00	75.00
N	3.00	8.00	15.00	30.00	45.00	75.00

WNAB, 250w, 1450kc, ABC, Rambeau

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

BRISTOL, Hartford. 146,263 homes, 99.3% radio. 145,239 radio homes.

WBIS, 500w-D, 1440kc

D	6.00	7.00	10.00	20.00	30.00	50.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

DANBURY, Fairfield. 14,033 homes, 98.9% radio, 13,879 radio homes.

WLAD, 250w-D, 800kc, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	4.00	7.50	12.00	24.00	36.00	60.00
N	6.50	10.00	16.00	32.00	48.00	80.00

GREENWICH, Fairfield. 14,033 homes, 98.9% radio, 13,879 radio homes.

WGCH(FM), Chan. 240, 95.5mc, 0.34kw

D	4.00	6.00	14.00	28.00	42.00	70.00
N	4.00	6.00	14.00	28.00	42.00	70.00

HARTFORD, Hartford. 146,263 homes, 99.3% radio, 145,239 radio homes.

4 AM affiliates, average 1-time rate

D	14.75	23.33	25.75	46.50	69.75	116.25
N	26.00	44.00	51.50	93.00	139.50	232.50

WCCC, 500w-D, 1290kc, Indie Sales, Hooper

D	5.50	7.00	11.00	22.00	40.00	55.00

WDRC, 5kw, 1360kc, CBS, Raymer, Hooper

D	15.00	20.00	21.00	42.00	63.00	105.00
N	25.00	35.00	42.00	84.00	126.00	210.00

WDRC-FM, Chan. 229, 93.7mc, 7kw, Bonus

(Continued on page 30)

* * *

MARKET INDICATORS FOR CONNECTICUT

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,007,280	'50	1,709,242	'40
% of U. S.	1.3%	'50	1.30%	'40
Homes	569,862	'50	436,165	'40
Percent Radio	98.6%	'50	95.7%	'40
Radio Homes	561,884	'50	417,259	'40
Retail Sales	$2,122,184,000	'50	1,974,576,000	'48
Retail Trade Employes	98,441	'48	73,044	'39
Wholesale Sales Volume	$1,366,036,000	'48	413,100,000	'39
Wholesale Trade Employes	26,287	'48	16,277	'39
Manufacturing Employment (Mid-March)			423,128	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 284,395,000	'47
Income	$3,213,000,000	'49	1,417,000,000	'40
Percent distribution	1.63%	'49	1.87%	'40
Per Capita Income	$ 1,591	'49	827	'40
Percent of national per capita income	120%	'49	144%	'40
New Construction (Private)	$ 133,500,000	'47	66,900,000	'39
Residential	$ 50,500,000	'47	35,100,000	'39
Non-Residential	$ 58,800,000	'48	18,500,000	'39
Automobile Registration	715,935	'50	632,053	'48
Telephones	787,200	'50	500,500	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

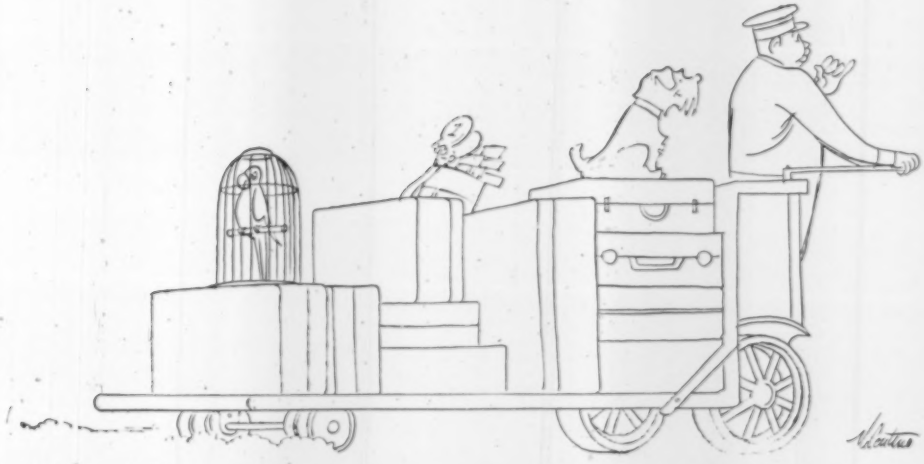
* * *

CONNECTICUT RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Fairfield	502,832	418,384	154,130	152,935	98.9	103,147	568,761	9,994*	177,905	123,916
Hartford	536,232	450,189	146,263	145,239	99.3	108,626	608,949	53,688*	202,318	141,018
Litchfield	98,399	87,041	31,444	30,721	97.7	21,479	90,503	14,457*	24,849	15,848
Middlesex	67,128	55,999	21,723	21,267	97.9	13,002	68,007	9,910*	15,622	10,051
New Haven	541,994	484,316	152,549	150,871	98.9	120,312	558,684	19,965*	180,881	123,221
New London	142,415	125,224	43,924	42,562	96.9	29,676	137,246	13,432*	30,438	19,569
Tolland	44,610	31,866	12,734	12,250	96.2	7,531	24,867	10,956*	5,894	3,834
Windham	61,653	56,223	18,192	17,555	96.5	13,486	65,167	13,149*	16,557	10,206

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

There is always a most efficient way to do a job . . .



For your **SELLING** job in this top U. S. market use WTIC . . .

because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

CONNECTICUT

SPOT RATE FINDER

(Continued from page 28)

HARTFORD—(Contd.)

WONS, 5kw, 1410kc, MBS, Petry

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

WTHT, 250w, 1230kc, ABC, Everett-McKinney

D	9.00		12.00	24.00	36.00	60.00
N	14.00		24.00	48.00	72.00	120.00

WTIC, 50kw, 1080kc, NBC, Weed

D	25.00	40.00	50.00	80.00	120.00	200.00
N	45.00	77.00	100.00	160.00	240.00	400.00

WTIC-FM, Chan. 243, 96.5mc, 20kw, Weed, Bonus

MERIDEN, New Haven, 152,549 homes, 98.9% radio, 150,871 radio homes.

WMMW, 1kw-D, 1470kc

D	5.85	7.20	12.00	24.00	48.00	60.00

WMMW-FM, Chan. 239, 95.7mc, 20kw

D	(No time available)					
N	3.00	4.00	5.25	12.50	18.75	31.25

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

SIGNAL PLUS SERVICE MAKE

WICH

THE

BLANKET

THAT COVERS EASTERN CONNECTICUT BEST OF ALL

WICH

NORWICH, CONN.

MIDDLETOWN, Middlesex, 21,723 homes, 97.9% radio, 21,267 radio homes.

WCNX, 500w-D, 1150kc

D	5.00	5.00	12.00	21.00	38.00	60.00

NEW BRITAIN, Hartford, 146,263 homes, 99.3% radio, 145,239 radio homes.

2 AM non-affiliates, average 1-time rates

	SB	1M	5M	15M	30M	1 Hr
D	6.50	7.25	21.25	36.50	54.75	91.25

WHAY, 5kw, 910kc

D	7.00	7.00	30.00	48.00	72.00	120.00
N	7.00	7.00	30.00	48.00	72.00	120.00

WKNB, 1kw-D, 840kc, Forjoe, Hooper, Conlan

D	6.00	7.50	12.50	25.00	37.50	62.50

NEW HAVEN, New Haven, 152,549 homes, 98.9% radio, 150,871 radio homes.

2 AM non-affiliates, average 1-time rate

D	6.00	10.25	20.00	37.00	55.50	92.50

WAVZ, 1kw-D, 1260kc, Keller

D		12.50	25.00	50.00	75.00	125.00

WBIB(FM), Chan. 264, 100.7mc, 7.8kw

D	3.00	5.00	10.00	20.00	30.00	50.00
N	3.00	5.00	10.00	20.00	30.00	50.00

WELI, 1kw, 960kc, ABC, Headley-Reed, Hooper

D	7.00	10.00	16.00	32.00	48.00	80.00
N	14.00	20.00	32.00	64.00	96.00	160.00

WELI-FM, Chan. 300, 107.9 mc, 20kw, Headley-Reed, Bonus

WNHC, 250w ,1340kc, Katz, Conlan

D	6.00	8.00	15.00	24.00	36.00	60.00
N	8.00	12.00	25.00	40.00	60.00	100.00

WNHC-FM, Chan. 242, 99.1mc, 20kw, Katz, Bonus

WNHC-TV, Chan. 6, .957kw-aur.; 1.82kw-vis.; ABC, NBC, CBS, DuMont

N	30.00	30.00	50.00	100.00	150.00	250.00

NEW LONDON, New London, 43,924 homes, 96.9% radio, 42,562 radio homes.

WNLC, 250w, 1490kc, MBS, BMB

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	10.00	20.00	40.00	60.00	100.00

NORWALK, Fairfield, 14,033 homes, 98.9% radio, 13,879 radio homes.

WNLK, 500w, 1350kc, Rambeau

D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	14.00	28.00	42.00	70.00

NORWICH, New London, 43,924 homes, 96.9% radio, 42,562 radio homes.

WICH, 250w, 1400kc

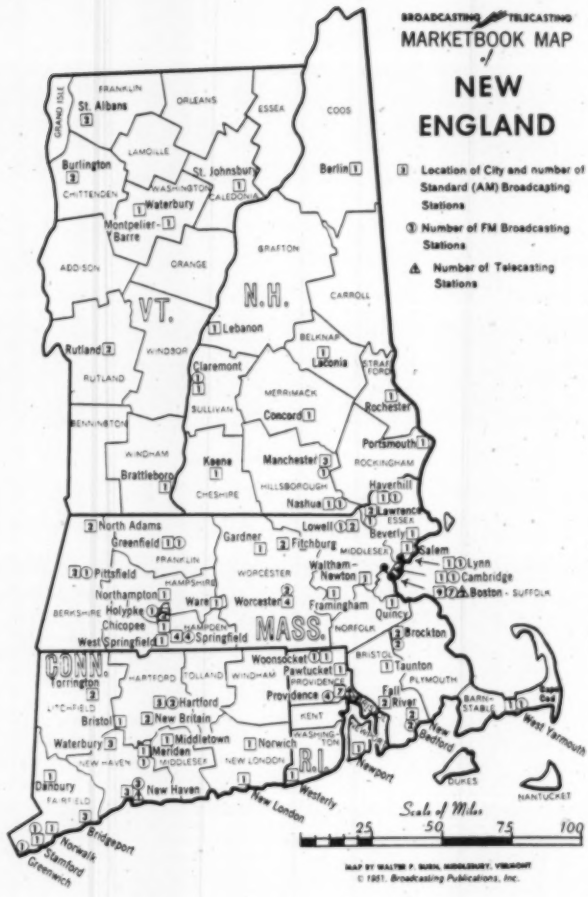
D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	10.00	14.00	24.00	32.00	80.00

STAMFORD, Fairfield, 14,033 homes, 98.9% radio, 13,879 radio homes.

WSTC, 250w, 1400kc, ABC, McKinney

D	6.00	9.00	12.00	24.00	36.00	60.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WSTC-FM, Chan. 244, 96.7mc, 650w, McKinney, Bonus



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TORRINGTON, Litchfield, 31,444 homes, 97.7% radio, 30,721 radio homes.

WLCR, 1wk-D, 990kc, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	12.00	24.00	36.00	60.00
N	6.50	10.00	16.00	32.00	48.00	80.00

WTOR, 250w, 1490kc, ABC, Conn. State, Rambeau; Borgatti

D	5.00	7.50	10.00	20.00	30.00	50.00
N	7.50	10.00	16.00	32.00	48.00	80.00

(Sold in combination with WATR, Waterbury & WNAB, Bridgeport)

WATERBURY, New Haven, 152,549 homes, 98.9% radio, 150,871 radio homes.

3 AM affiliates, average 1-time rate

D	5.13	6.27	10.67	21.33	32.00	53.33
N	9.17	11.67	20.00	40.00	60.00	100.00

WATR, 1kw, 1320kc, ABC, Rambeau, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.00	12.00	24.00	36.00	60.00
N	8.00	12.00	20.00	40.00	60.00	100.00

WBRY, 5kw, 1590kc, CBS, Avery-Knodel, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WWCO, 250w, 1240kc, MBS

D	4.40	5.80	10.00	20.00	30.00	50.00
N	7.50	11.00	20.00	40.00	60.00	100.00

Full-time **WNLK** 1350 Kc Regional

RADIO NORWALK

Now Owner-Managed by *Radio* Men!

Stamford
Bridgeport
Long Island
The Norwalks

Pulse Says--- **WBRY** *---is easily*

The No. 1 Station in Waterbury, Conn.

Ask the Avery-Knodel man for the whole Pulse story

CBS in Waterbury

5,000 watts

WBRY

J. Maxim Ryder, Manager

DELAWARE

MARKET INDICATORS FOR DELAWARE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	318,085	'50	266,505	'40
% of U. S.	.2%	'50	0.20%	'40
Homes	90,018	'50	68,870	'40
Percent Radio	95.4%	'50	87.0%	'40
Radio Homes	85,877	'50	59,921	'40
Retail Sales	$ 376,261,000	'50	381,765,000	'48
Retail Trade Employes	16,544	'48	11,499	'39
Wholesale Sales Volume	$ 487,072,000	'48	157,500,000	'39
Wholesale Trade Employes	5,216	'48	2,962	'39
Manufacturing Employment (Mid-March)			43,794	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 33,999,000	'47
Income	$ 541,000,000	'49	239,000,000	'40
Percent distribution	.27%	'49	0.31%	'40
Per Capita Income	$ 1,675	'49	896	'40
Percent of national per capita income	126%	'49	156%	'40
New Construction (Private)	$ 23,200,000	'47	12,600,000	'39
Residential	$ 7,300,000	'47	7,000,000	'39
Non-Residential	$ 24,100,000	'48	3,700,000	'39
Automobile Registration	108,272	'50	88,316	'48
Telephones	118,100	'50	67,700	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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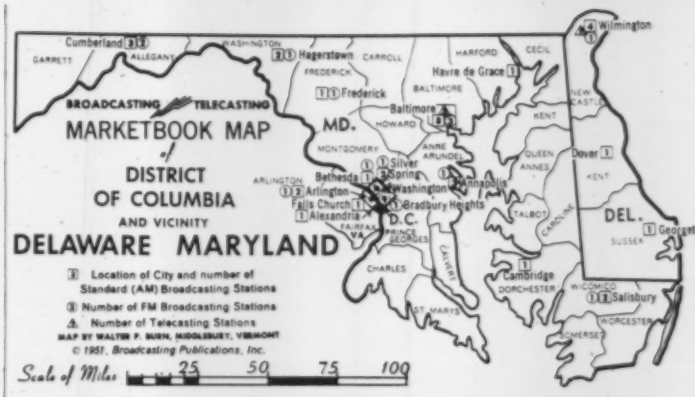

SPOT RATE FINDER

DOVER, Kent, 11,398 homes, 91.6% radio, 10,441 radio homes.
WDOV, 1kw-D, 1410kc, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D	6.30	9.00	18.00	36.00	54.00	90.00

GEORGETOWN, Sussex, 20,218 homes, 92.6% radio, 18,722 radio homes.
WJWL(FM), Chan. 268, 101.5mc, 8.2kw, John W. Rollins

D	8.50	10.00	20.00	40.00	60.00	100.00
N	8.50	10.00	20.00	40.00	60.00	100.00

WILMINGTON, New Castle, 58,402 homes, 96.9% radio, 56,592 radio homes.

3 AM affiliates, average 1-time rate

D	7.25	7.91	16.43	32.53	49.17	82.17
N	13.00	14.00	27.66	55.33	83.00	141.66

WAMS, 1kw, 1380kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	16.80	33.60	50.00	84.00
N	10.00	13.50	28.00	56.00	84.00	140.00

WDEL, 5kw, 1150kc, NBC, Meeker, Conlan

D	8.50	10.00	20.00	40.00	60.00	100.00
N	16.00	16.00	30.00	60.00	90.00	160.00

WDEL-FM, Chan. 229, 93.7mc, 20kw
WDEL-TV, Chan. 7, 1kw-vis.; 5kw-aur., NBC, DuMont, Meeker

D	60.00	60.00	89.00	142.50	213.75	356.00
N	80.00	80.00	118.75	190.00	285.00	475.00

WILM, 250w, 1450kc, ABC, Balling, Conlan, BMB

D		6.25	12.50	25.00	37.50	62.50
N		12.50	25.00	50.00	75.00	125.00

WTUX, 500w-D, 1290kc, Forjoe

D	5.00	6.00	12.00	24.00	36.00	60.00

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DELAWARE RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Kent	37,870	34,441	11,398	10,441	91.6	7,093	43,955	11,949,426	5,737	3,053
New Castle	218,879	179,562	58,402	56,592	96.9	41,634	244,162	7,809,440	61,226	41,850
Sussex	61,336	52,502	20,218	18,722	92.6	11,194	88,144	72,959*	11,876	5,530

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

WDEL

AM . . . 1150 KC

TV . . . CHANNEL 7

FM . . . 93.7 MC

Wilmington, Delaware

Represented by ROBERT MEEKER ASSOCIATES

Chicago • San Francisco • New York • Los Angeles

THIS MARKET IS FIRST IN RETAIL STORE PURCHASES, HAS THE HIGHEST PER CAPITA EXPENDITURE OF ANY STATE

Standard metropolitan Wilmington, Delaware area showed following increases in ten years.

	INCREASE
Population	20%
Dollar volume retail sales	178%
Dollar volume wholesale sales	209%
Dollar volume service trades	154%

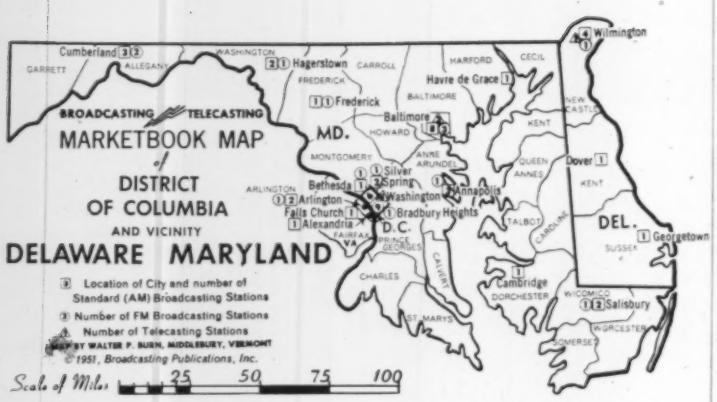
In the nine year period, 1939 to 1948, employment rose 34¾%.

Data from 1950 U.S. Census of Population and 1948 U.S. Census of Business, figures

Delaware's pioneer radio and television station—the important voice in the rich Wilmington trading area. Cash in on this responsive, buying audience.

STEINMAN STATION

NBC TV-AFFILIATE



DISTRICT OF COLUMBIA

SPOT RATE FINDER

WASHINGTON, Dist. of Columbia, 220,000 homes, 96.8% radio, 212,960 radio homes.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	19.12	24.12	30.37	60.75	91.00	151.87
N	36.00	34.00	48.00	109.50	164.25	273.75

3 AM non-affiliates, average 1-time rate

D	15.00	16.00	25.00	45.00	70.00	116.67
N	20.00	20.00	28.50	57.00	85.50	142.50

WARL (Arlington, Va.), 1kw-D, 780kc, Metropolitan

D	8.00	12.00	20.00	45.00	70.00	100.00

WARL-FM, Chan. 286, 105.1mc, 3kw, Forjoe, Bonus

WASH (FM), Chan. 246, 97.1mc, 15kw, Continental

D	3.00	4.50	7.50	12.00	18.00	30.00
N	5.00	7.50	12.50	20.00	30.00	50.00

WBCC (Bethesda, Md.), 250w-D, 1120kc

	3.00	5.00	9.00	18.00	30.00	50.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WBCC-FM, Chan. 292, 106.3mc, 0.5kw (Above rate includes 25% for simultaneous FM).

WBUZ-FM (Bradbury Heights, Md.), Chan. 244, 96.7mc, 0.42kw (see Transit Radio listing)

WCFM (FM), Chan. 258, 99.5mc, 20kw, Continental

	SB	1M	5M	15M	30M	1 Hr
N	6.00	7.50	10.00	20.00	30.00	50.00

WEAM (Arlington, Va.) 5kw, 1390kc, Cooke

D	9.00	12.00	20.00	40.00	60.00	100.00
N	19.00	30.00	48.00	96.00	144.00	240.00

WFAN (FM), Chan. 240, 100.3mc, 18.4kw, United Bcstg. Co.

D	5.25	7.50	10.00	17.50	42.50	75.00
N	5.25	7.50	10.00	17.50	42.50	75.00

(FM affiliate of WOOK, Silver Spring, Md.)

WFAX (Falls Chruch, Va.), 250w-D, 1220kc

D	3.60	4.80	10.80	16.80	28.80	48.00

WGAY (Silver Spring, Md.), 1kw-D, 1050kc, Independent, Metropolitan Sales, Pulse

D	7.00	10.00	15.00	27.00	45.00	80.00

WGMS, 1kw-D, 570kc

D	10.00	12.00	25.00	40.00	60.00	100.00

WGMS-FM, Chan. 278, 103.5mc, 20kw (AM-FM Combination rates)

WINX, 250w, 1340kc, Young

D			20.00	40.00	60.00	100.00
N			27.00	54.00	81.00	135.00

(Continued on page 34)

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DISTRICT OF COLUMBIA RADIO MARKET DATA

City	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Washington .....?.....	802,200	663,091	220,000	212,960	96.8	158,377	1,301,151	569,621	227,646	142,076

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed.

Look where Good Music has arrived in Washington Radio —

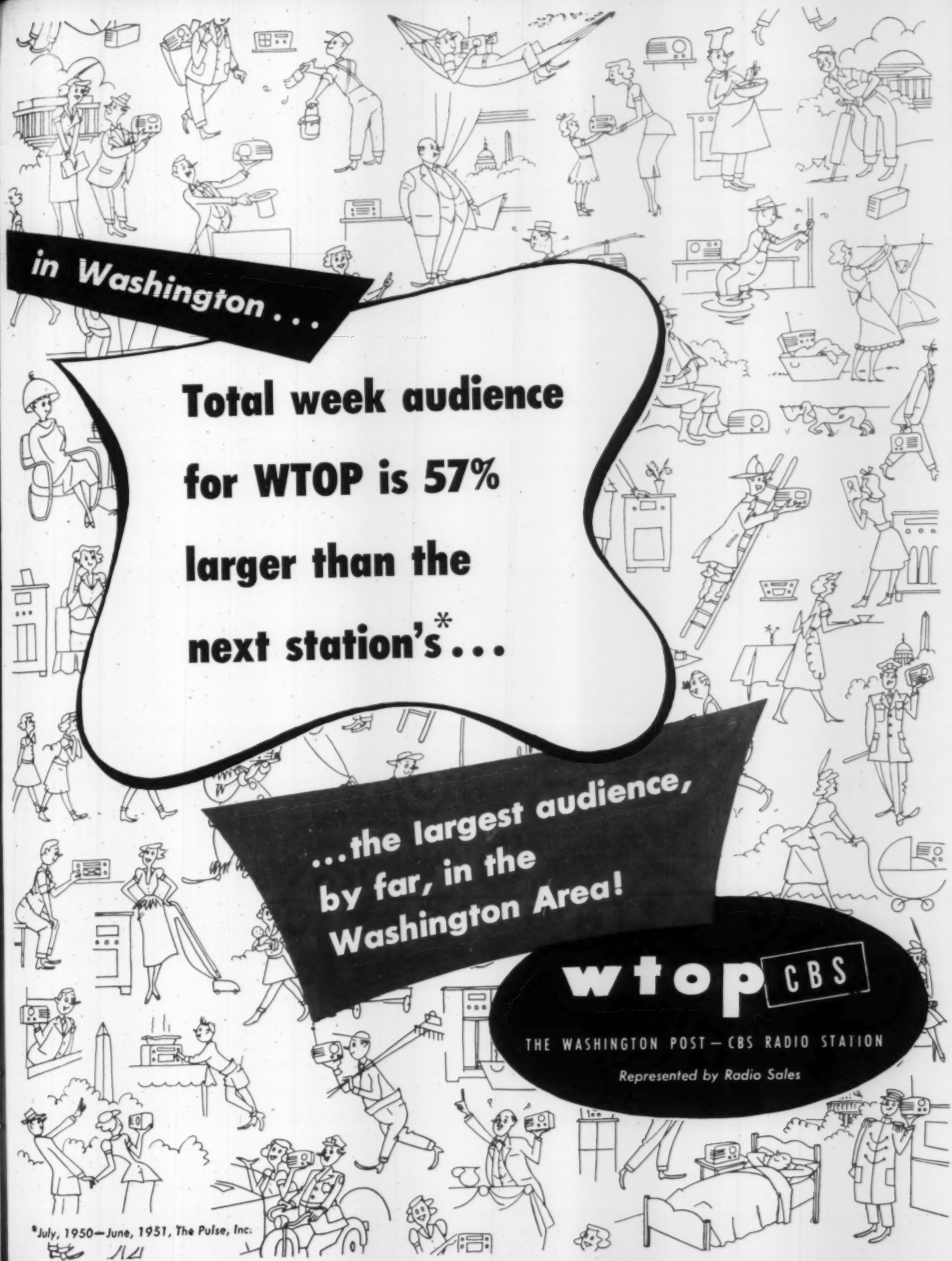
37 times a week **WGMS** is among the **TOP THREE** stations
77 times a week **WGMS** is among the **TOP FOUR** stations
115 times a week **WGMS** is among the **TOP FIVE** stations*
(Pulse Mar-Apr 1951)
* including 25 ties

Result: **WGMS** *gets you most listeners per dollar —*
one thousand homes for 70 cents

Biggest audience on **Network Station A** costs **$1.00** a thousand
Biggest audience on **Network Station B** costs **$1.16** a thousand
Biggest audience on **Network Station C** costs **$0.81** a thousand
Biggest audience on **Network Station D** costs **$0.94** a thousand
Biggest audience on **Independent Sta. X** costs **$1.10** a thousand
(CPA analysis)

FOR THE **FIGURES** THAT SUPPORT THE **FACTS**,
Call Patrick Hayes, Director of Sales, WGMS, Executive 8676, Washington 5, D. C.,
or National Time Sales, Murray Hill 2-0810, 17 E. 42 St., New York City 17.

WGMS *means* **W**ashington's **G**ood **M**usic **S**tation


in Washington . . .
Total week audience for WTOP is 57% larger than the next station's* . . .
. . . the largest audience, by far, in the Washington Area!
wtop CBS
THE WASHINGTON POST — CBS RADIO STATION
Represented by Radio Sales
*July, 1950—June, 1951, The Pulse, Inc.

WHOPPING...

That's What They Say About Our

Miami (Dade County) Trading Area

SM Survey estimates a 1951 population in our 4-county Greater Miami trading area of 729,900. SM says the 1950 Effective Buying Income of our residents totaled $954,638,000...and, that they – together with our Sunshine Visitors – bought retail goods and services totaling $963,437,000. Not a hold-out in the bunch!

When you buy time on WIOD, you get not one, not two, not three, not four – but *all 17 gold-lined, fast-growing South Florida counties* which make up WIOD's primary market!

And, they're *listenin'* counties, too. BMB Report No. 2 shows we've the biggest audience in the history of our station!

Better hop to! Compare this year's Southeast Florida SM figures with last. Note the increases up to nine figures under every heading. Then, call our Rep, The Bolling Company, for other details.

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

DISTRICT OF COLUMBIA

SPOT RATE FINDER

(Continued from page 32)

WMAL, 5kw, 630kc, ABC, Katz, A. R. B.

	SB	1M	5M	15M	30M	1 Hr
D	15.00	22.00	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

WMAL-FM, Chan. 297, 107.3mc, 20kw Bonus

WMAL-TV, Chan. 7, 27.7kw-aur.; 13.9kw-vis.; ABC, Katz, A. R. B.

D	45.00	45.00	90.00	120.00	180.00	300.00
N	90.00	90.00	150.00	200.00	300.00	500.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WOL, 250w, 1450kc, LBS, Taylor

	SB	1M	5M	15M	30M	1 Hr
D	9.00	12.00	24.00	48.00	72.00	120.00
N	9.00	12.00	24.00	48.00	72.00	120.00

WOL-FM, Chan. 254, 98.7mc, 20kw, Taylor Bonus

WOOK (Silver Spring, Md.), 1kw-D, 1590kc

D	15.00	20.00	35.00	85.00	150.00	

WPIK (Alexandria, Va.), 1kw-D, 730kc

D	8.00	10.00	18.00	36.00	54.00	90.00

WRC, 5kw, 980kc, NBC

D	22.50	22.50	30.00	60.00	90.00	150.00
N	45.00	45.00	60.00	120.00	180.00	300.00

WRC-FM, Chan. 230, 93.9mc, 20kw, Bonus

WNBW (TV), Chan. 4, 20.5kw-vis.; 10.5kw-aur. NBC Spot Sales

D	60.00	60.00	69.00	110.00	165.00	275.00
N	120.00	120.00	138.00	220.00	330.00	550.00

WTOP, 50kw, 1500kc, CBS, Radio Sales, Pulse

D	30.00	40.00	37.50	75.00	112.00	187.50
N	60.00			150.00	225.00	375.00

WTOP-FM, Chan. 242, 96.3mc, 20kw, Bonus

WTOP-TV, Chan. 9, 14.4kw-aur; 27.3kw-vis; CBS, Radio Sales, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	50.00	50.00	68.75	110.00	165.00	275.00
N	120.00	120.00		220.00	330.00	550.00

WTTG (TV), Chan. 5, 17.5kw-vis.; 10.5kw-aur.; DuMont

	SB	1M	5M	15M	30M	1 Hr
D		30.00	50.00	96.00	144.00	240.00
N		60.00	100.00	160.00	240.00	400.00

WWDC, 5kw, 1260kc, Blair

D	20.00	20.00	30.00	60.00	90.00	150.00
N	20.00	20.00	30.00	60.00	90.00	150.00

WWDC-FM, Chan. 266, 101.1mc, 20kw, Transit Radio

* * *

MARKET INDICATORS FOR DISTRICT OF COLUMBIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	802,178	'50	663,091	'40
% of U. S.	.5%	'50	.5%	'40
Homes Reporting	220,000	'50	169,102	'40
Percent Radio	96.8%	'50	93.7%	'40
Radio Homes	212,960	'50	158,377	'40
Retail Sales	$1,301,151,000	'50	1,107,732,000	'48
Retail Trade Employes	69,368	'48	50,838	'39
Wholesale Sales Volume	$1,195,055,000	'48	347,800,000	'39
Wholesale Trade Employes	16,782	'48	10,554	'39
Manufacturing Employment (Mid-March)			17,110	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 12,341,000	'47
Income	$1,919,000,000	'49	905,000,000	'40
Percent distribution	.97%	'49	1.19%	'40
Per Capita Income	$ 1,820	'49	1,080	'40
Percent of national per capita income	137%	'49	188%	'40
New Construction (Private)	$ 91,700,000	'50	59,400,000	'39
Residential	$ 46,300,000	'50	34,000,000	'39
Non-Residential	$ 27,500,000	'50	20,900,000	'39
Automobile Registration	194,958	'50	171,188	'48
Telephones	489,000	'50	368,400	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

FLORIDA

SPOT RATE FINDER

BELLE GLADE, Palm Beach, 44,906 radio homes, 85.1% radio, 38,215 radio homes.
WSWN, 1kw-D, 900kc, Best

	SB	1M	5M	15M	30M	1 Hr
D	3.75	4.50	7.00	14.50	21.50	36.00
N	4.00	5.00	8.00	16.00	24.00	40.00

BRADENTON, Manatee, 13,876 homes, 85.6% radio, 11,878 radio homes.

WDHL, 250w, 1490kc

D	2.40	4.00	10.00	20.00	30.00	50.00
N	2.40	5.00	12.00	24.00	36.00	60.00

CLEARWATER, Pinellas, 67,449 homes, 91.8% radio, 61,918 radio homes.

WPIN, 1kw-D, 680kc, Indie Sales, BAB

D	4.00	5.00	10.00	20.00	30.00	50.00

WTAN, 250w, 1340kc, McGillvra, LBS

D	3.50	3.50	7.00	14.00	21.00	35.00
N	4.00	4.00	8.00	17.50	30.00	45.00

CORAL GABLES, Dade, 170,252 homes, 93.9% radio, 159,867 radio homes.

2 AM non-affiliates, average 1-time rate

D	7.00	9.25	13.25	25.25	41.00	67.50
N	7.00	9.25	13.25	25.25	41.00	67.50

WTTT, 250w, 1490kc, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	6.50	8.50	12.50	22.50	40.00	65.00
N	6.50	8.50	12.50	22.50	40.00	65.00

WVCG, 1kw-D, 1070kc

D	7.50	10.00	14.00	28.00	42.00	70.00
N	7.50	10.00	14.00	28.00	42.00	70.00

CRESTVIEW, Okaloosa, 7,021 homes, 83.2% radio, 5,841 radio homes.
WCNU, 1kw-D, 1010kc

D	5.00	5.00	8.00	12.00	20.00	40.00

DAYTONA BEACH, Volusia, 28,137 homes, 86.4% radio, 24,310 radio homes.

2 AM affiliates, average 1-time rate

D	5.50	9.00	18.00	27.00	45.00	
N	8.25	13.50	27.00	40.50	67.50	

WMFJ, 250w, 1450kc, ABC, McGillvra, BMI, Conlan

D	6.50	10.00	20.00	30.00	50.00	
N	10.00	15.00	30.00	45.00	75.00	

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

THE AMAZING STORY OF WOOK!

A UBC STATION

In Washington they say look to WOOK and everything is double okay

They Know — Here's the Proof ▶

WOOK has more listeners than ANY of the nine other Washington area Independents during the key daytime periods.

WOOK has more listeners during the entire afternoon period than the AVERAGE COMBINED LISTENING AUDIENCE OF TWO NETWORK STATIONS.

WOOK has more listeners during the key daytime periods selected than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

(Time)	WOOK Audience	Indep'nd'nt A Audience	Indep'nd'nt B Audience	Network C Audience	Network D Audience	Network E Audience
6:45AM	28940	9050	1000	17465	8285	1400
7:00AM	28940	22055	3695	50830	22053	2165
11:30AM	13640	5225	1400	15400	7520	2165
12:00Noon	9815	6755	7460	5225	2165	2165
12:30PM	9815	5990	7460	5225	4460	2165
1:00PM	15170	5225	7460	19760	3695	2165
1:30PM	24350	5225	7460	6755	4460	3695
2:00PM	15170	5225	4460	3695	4460	4460
2:30PM	13640	6755	3695	8285	8285	2930
3:00PM	15170	11345	3400	12875	8285	2165
3:30PM	22055	13640	3400	3695	7520	1400
4:00PM	21310	12875	2930	4460	8285	1400
4:30PM	23585	11345	1400	5225	7520	1400
5:00PM	17465	8285	1000	5400	5990	1400

Average WOOK rating 2. All above figures from the 1951 American Research Bureau report.

WOOK GIVES MORE LISTENERS FOR THE DOLLAR SPENT

WNDB, 1kw-D, 1150kc

	SB	1M	5M	15M	30M	1 Hr
D		8.00	12.00	24.00	36.00	60.00
N		8.00	12.00	24.00	36.00	60.00

WNDB-FM, Chan. 233, 94.5mc, 8.5kw—Bonus days only

N	1.25	2.50	5.00	10.00	15.00	25.00

WROD, 250w, 1340kc, MBS

D		4.50	8.00	16.00	24.00	40.00
N		6.50	12.00	24.00	36.00	60.00

DE LAND, Volusia, 28,137 homes, 86.4% radio, 24,310 radio homes.

WJBS, 250w, 1490kc, MBS

D	4.50	4.50	7.10	18 00	27.00	45.00
N	4.50	4.50	7.15	18.00	27.00	45.00

FORT LAUDERDALE, Broward, 33,776 homes, 85.1% radio, 28,743 radio homes.

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2 AM non-affiliates, average 1-time rate

D	6.75	9.00	13.50	21.00	36.00	60.00

WBRD, 250w-D, 1580kc

D	6.00	6.00	9.00	18.00	36.00	60.00

WFTL, 250w, 1400kc, Hooper

D	7.50	12.00	18.00	24.00	36.00	60.00
N	7.50	12.00	18.00	24.00	36.00	60.00

FORT MYERS, Lee, 8,323 homes, 86.9% radio, 7,233 radio homes.

WINK, 250w, 1240kc, CBS, KBS, Cooke

D	4.75	5.50	10.00	20.00	30.00	50.00
N	5.75	6.50	12.00	24.00	36.00	60.00

FORT PIERCE, Saint Lucie, 6,331 homes, 79.9% radio, 5,058 radio homes.

WIRA, 250w, 1400kc, MBS

D	3.75	4.50	8.00	16 00	24.00	40.00
N	5.00	6.00	10.00	20.00	30.00	50.00

GAINESVILLE, Alachua, 15,075 homes, 83.3% radio, 12,577 radio homes.

WGGG, 250w, 1230kc

D	3.75	5.00	10.00	20.00	30.00	50.00
N	3.75	5.00	10.00	20.00	30.00	50.00

WRUF, 5kw, 850kc, MBS, Burn-Smith, BMB

D	5.00	5.00	10.00	20.00	30.00	50 00
N	7.50	7.50	15.00	30.00	50.00	75.00

WRUF-FM, Chan. 281, 104.1mc, 12kw, Burn-Smith
(Rates upon request)

JACKSONVILLE, Duval, 83,743 homes, 89.1% radio, 74,615 radio homes.

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4 AM affiliates, average 1-time rate

D	10.00	10 00	17.75	35.25	54.25	90.75
N	18.50	18.00	36.00	69.00	108.25	181.25

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2 AM non-affiliates, average 1-time rate

D	7.50	8.75	12.00	29.00	38.00	78.00

WIVY, 1 kw-D, 1050kc

D	5.00	7.50	12.00	29.00	38.00	78.00

WJAX, 5 kw, 930kc, NBC, Blair

D		10.00	18.50	37.00	60.00	95.00
N		20.00	37.00	74.00	120.00	190.00

WJAX-FM, Chan. 236, 95.1mc, 11.5kw (no rates available)

For facts on the
FLORIDA MARKET
contact
HIL F. BEST
Representatives of the
FLORIDA SELECT LIST

* * *

WJHP, 5kw, 1320kc, MBS, LBS, Perry, Hooper

	SB	1M	5M	15M	30M	1 Hr
D		10.00	18.00	35.00	53.00	88.00
N		15.00	35.00	70.00	105.00	175.00

WJHP-FM, Chan. 245, 96.9mc, 34kw
(See Transit Radio Listing)

* * *

WMBR, 5kw, 1460kc, CBS, Avery-Knodel, BMB, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	18.00	36.00	54.00	90.00
N	20.00	20.00	36.00	72.00	108.00	180.00

WMBR-FM, Chan. 241, 96.1mc, 67kw, Avery-Knodel
(All FM rates 25% of AM)

* * *

WMBR-TV, Chan. 4, 7.4kw-aur.; 14.8kw-vis., CBS, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	20.00	20.00	45.00	60.00	90.00	150.00
N	40.00	40.00	90.00	120.00	180.00	300.00

(Continued on page 36)

WDBO YOUR GREATEST **SELLING** POWER *... in Central Florida*

Orlando's Pioneer Radio Station Est. 1924

ORLANDO, FLORIDA

580 K.C. 5000 WATTS

WDBO-FM 92 MCS 35000 WATTS

Columbia Broadcasting System

NATIONAL REPRESENTATIVES: BLAIR, CUMMINGS

1950 Retail Sales in the 21 WDBO counties totaled $582,687,000*.

WDBO has approximately 19,000 *more daytime families* and 17,000 *more nighttime families* who listen regularly (6 or 7 days or nights a week) *than the other 3 Orlando stations combined***.

The same report shows WDBO's gain over the previous report is 20%—and rates have not been increased!

** 1951 Sales Management* *** Current BMB Report*

FLORIDA

SPOT RATE FINDER

(Continued from page 35)

JACKSONVILLE—(Contd.)

WOBS, 1kw-D, 1360kc, Forjoe, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	12.00	29.00	38.00	78.00
N	12.00	12.00	16.00	32.00	46.00	90.00

WPDQ, 5kw, 600kc, ABC, Katz, Hooper, BMB

D	10.00	10.00	16.50	33.00	50.00	90.00
N	17.00	17.00	36.00	60.00	100.00	180.00

WRHC, 250w, 1400kc
(No rates available)

JACKSONVILLE BEACH, Duval, 83,743 homes, 89.1% radio, 74,615 radio homes.

WJVB, 250w-D, 1010kc

D	3.75	5.00	10.00	20.00	30.00	50.00

KEY WEST, Monroe, 8,345 homes, 83.4% radio, 6,960 radio homes.

WKWF, 500w, 1600kc, MBS, Perry

D	5.00	6.50	10.00	20.00	30.00	50.00
N	10.00	13.00	20.00	40.00	60.00	100.00

LAKE CITY, Columbia, 4,961 homes, 75.9% radio, 3,765 radio homes.

WDSR, 250w, 1340kc

D	3.75	5.00	10.00	20.00	30.00	50.00
N	3.75	5.00	10.00	20.00	30.00	50.00

LAKELAND, Polk, 36,170 homes, 85.8% radio, 31,034 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	4.37	5.00	9.00	18.50	28.00	42.50
N	6.00	7.00	12.00	25.00	38.50	67.50

WLAK, 1kw, 1430kc, NBC, Pearson

D	5.00	5.00	10.00	21.00	30.00	45.00
N	7.00	7.00	14.00	30.00	45.00	75.00

WONN, 250w, 1230kc, MBS, Cooke

D	3.75		8.00	16.00	26.00	40.00
N	5.00		10.00	20.00	32.00	50.00

LAKE WALES, Polk, 36,170 homes, 85.8% radio, 31,034 radio homes.

WIPC, 1kw, 1280kc, LBS

D	4.50	6.00	8.00	16.00	24.00	40.00

LAKE WORTH, Palm Beach, 44,906 homes, 85.1% radio, 38,215 radio homes.

WEAT, 250w, 1490kc, NBC, Pearson

D	6.00	6.00	10.00	20.00	30.00	50.00
N	7.50	7.50	14.00	28.00	42.00	70.00

LEESBURG, Lake, 11,875 homes, 86.2% radio, 10,236 radio homes.

WLBE, 1kw, 790kc, Best

D	4.95	6.60	7.50	14.00	24.00	40.00
N	4.95	6.60	7.50	14.00	24.00	40.00

LIVE OAK, Suwannee, 4,844 homes, 79.0% radio, 3,827 radio homes.

WNER, 250w, 1450kc, KBS

D	4.00	6.00	8.00	16.00	28.00	40.00
N	4.00	6.00	8.00	16.00	28.00	40.00

MARIANNA, Jackson, 9,145 homes, 76.8% radio, 7,023 radio homes.

WTYS, 250w, 1340kc, LBS, Cummings

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

* * *

MELBOURNE, Bevard, 8,559 homes, 86.5% radio, 7,404 radio homes.

WMMB, 250w, 1240kc, LBS

	SB	1M	5M	15M	30M	1 Hr
D	3.00	5.00	9.00	18.00	27.00	50.00
N	4.20	7.00	11.00	20.00	35.00	60.00

MIAMI, Dade, 170,252 homes, 93.9% radio, 159,867 radio homes.

3 AM affiliates, average 1-time rate

D	18.17	18.17	26.67	53.00	80.33	131.67
N	27.33	27.33	45.00	90.00	135.00	225.00

2 AM non-affiliates, average 1-time rate

D	5.15	6.35	11.72	22.92	34.15	56.22

WGBS, 50kw-D, 10kw-N, 710kc, CBS, Katz, BMB

D	21.00	21.00	30.00	60.00	90.00	150.00
N	30.00	30.00	50.00	100.00	150.00	250.00

WGBS-FM, Chan. 242, 96.3mc, 1kw, Katz, Bonus

WIOD, 5kw, 610kc, NBC, Bolling, Hooper, BMB

D	19.00	19.00	28.00	55.00	85.00	135.00
N	28.00	28.00	45.00	90.00	135.00	225.00

WIOD-FM, Chan. 247, 97.3mc, 5kw, Bolling, Bonus

WTVJ (TV), Chan. 4, 2.2kw-vis.; 1.1kw-aur.; ABC, CBS, NBC, DuMont, Free & Peters

D	48.00	48.00	55.00	110.00	165.00	275.00
N	95.00	95.00	110.00	220.00	330.00	550.00

WFEC, 250w-D, 1220kc

D	4.30	6.70	13.45	25.85	38.30	62.45

WMIE, 10kw-D, 5kw-N, 1140kc
(Consult station for rates)

WQAM, 5kw-D, 1kw-N, 560kc, ABC, Blair, BMB

D	14.50	14.50	22.00	44.00	66.00	110.00
N	24.00	24.00	40.00	80.00	120.00	200.00

WQAM-FM, Chan. 235, 94.9mc, 60kw. Blair, Bonus

* * *

WWPB, 250w, 1450kc, Cooke

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	20.00	30.00	50.00
N	7.00	6.00	14.00	28.00	42.00	70.00

WWPB-FM, Chan. 268, 101.5mc, 8.5kw

MIAMI BEACH, Dade, 170,252 homes, 93.9% radio, 159,867 radio homes.

2 AM non-affiliates, average 1-time rate

D	8.25	8.50	16.62	25.75	56.37	78.00

WINZ, 1kw, 940kc, Perry

D		8.75	17.50	20.00	60.00	90.00
N		13.25	26.50	20.00	90.00	135.00

WKAT, 5kw-D, 1kw-N, 1360kc, MBS, Weed, Ra-Tel

D	12.00	12.00	19.00	40.00	60.00	100.00
N	20.00	20.00	37.00	75.00	110.00	190.00

WKAT-FM, Chan. 226, 93.1mc, 324kw, Bonus

WLRD (FM), Chan. 230, 93.9mc, 13kw
(Store Broadcasting, 55 Supermarkets, $2.20 per store per week for 48 announcements. Ordinary rates, spots only $1.90 D or N)

WMBM, 1kw-D, 800kc, Rambeau

D	8.25	8.25	15.75	31.50	52.75	66.00

NEW SMYRNA, Volusia, 28,137 homes, 86.4% radio, 24,310 radio homes.

WNSA, 100w, 1230kc
(CP)
(No rates available)

OCALA, Marion, 11,168 homes, 82.8% radio, 9,247 radio homes.

WTMC, 1kw, 1290kc, MBS, Perry, Conlan, Crossley

D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.00	6.00	10.00	20.00	30.00	50.00

(Continued on page 38)

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FLORIDA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Alachua	56,717	38,607	15,075	12,557	83.3	4,844	49,597	8,034*	7,323	3,226
Baker	6,291	6,510	1,726	1,383	80.1	479	3,044	596*	350	136
Bay	42,357	20,686	13,038	10,887	83.5	3,160	34,770	498*	6,080	3,145
Bradford	11,386	8,717	3,174	2,685	84.6	938	7,034	1,021*	1,046	379
Brevard	22,400	16,142	8,559	7,404	86.5	3,021	21,157	6,887*	2,324	944
Broward	83,318	39,794	33,776	28,743	85.1	7,515	117,367	16,127*	16,445	10,435
Calhoun	7,894	8,218	2,069	1,659	80.2	626	4,191	1,032*	378	147
Charlotte	4,267	3,663	2,041	1,810	88.7	663	3,704	516*	591	226
Citrus	6,086	5,846	2,141	1,798	84.0	756	4,628	988*	421	161
Clay	14,178	6,468	3,991	3,396	85.1	813	6,458	1,034*	693	307
Collier	6,452	5,102	2,254	1,848	82.0	572	3,031	958*	1,119	624

VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION

IN

DAYTONA BEACH, FLA.

Established and Operated under Same Home Ownership Since 1935

Affiliated with

The American Broadcasting Company

JOSEPH HERSHEY McGILLVRA, INC.
NATIONAL REPRESENTATIVES

ROBERT S. KELLER
AGENCY COORDINATOR

UNITED PRESS

SESAC

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County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Columbia	18,022	16,859	4,961	3,765	75.9	1,424	14,386	2,594*	1,714	656
Dade	488,689	267,739	170,252	159,867	93.9	62,001	665,231	22,752*	140,077	88,034
DeSoto	9,184	7,792	2,531	2,063	81.5	1,132	7,241	3,288*	1,105	456
Dixie	3,911	7,018	1,255	1,035	82.5	749	2,654	308*	329	109
Duval	294,388	210,143	83,743	74,615	89.1	40,627	309,488	6,818*	74,068	40,671
Escambia	111,241	74,667	30,506	26,327	86.3	11,317	84,784	2,074*	16,321	8,032
Flagler	3,357	3,008	1,207	991	82.1	348	2,008	1,494*	365	121
Franklin	5,755	5,991	2,161	1,681	77.8	639	2,767	86*	426	140
Gadsden	36,370	31,450	7,729	6,044	78.2	2,237	21,617	9,471*	3,394	1,285
Gilchrist	3,489	4,250	967	757	78.3	307	2,101	1,186*	209	96
Glades	2,197	2,745	623	523	84.0	350	1,514	1,103*	118	46
Gulf	7,433	6,951	2,243	1,929	86.0	884	4,830	274*	1,688	966
Hamilton	8,955	9,778	2,466	1,953	79.2	663	4,164	2,390*	713	228
Hardee	10,022	10,158	3,011	2,466	81.9	1,270	8,440	6,227*	720	306
Hendry	5,997	5,237	1,809	1,563	86.4	817	6,609	6,796*	1,115	674
Hernando	6,652	5,641	2,123	1,828	86.1	738	5,579	1,260*	725	277
Highlands	13,485	9,246	4,905	4,061	82.8	1,445	10,754	12,143*	1,469	656
Hillsborough	248,536	180,148	76,169	67,714	88.9	35,836	258,669	20,911*	57,233	29,233
Holmes	14,000	15,774	3,580	2,825	78.9	1,048	3,904	2,154*	440	132
Indian River	11,850	8,957	4,324	3,710	85.8	1,454	11,218	11,232*	1,227	673
Jackson	34,669	34,428	9,145	7,023	76.8	2,414	19,202	8,289*	2,561	837
Jefferson	10,385	12,032	2,798	2,202	78.7	777	4,616	2,472*	534	179
Lafayette	3,431	4,405	991	813	82.0	426	1,638	1,516*	107	43
Lake	36,088	27,255	11,875	10,236	86.2	4,696	29,382	20,531*	3,822	1,760
Lee	23,211	17,488	8,323	7,233	86.9	3,172	28,041	5,381*	3,330	1,559
Leon	51,235	31,646	12,939	10,726	82.9	3,857	42,871	1,441*	6,709	2,965
Levy	10,627	12,550	3,262	2,645	81.1	1,054	5,777	2,338*	851	306
Liberty	3,174	3,752	843	660	78.3	243	1,184	215*	368	112
Madison	14,177	16,190	3,704	2,834	76.5	1,229	6,084	4,257*	1,024	332
Manatee	34,547	26,098	13,876	11,878	85.6	4,567	32,677	7,904*	4,235	1,970
Marion	37,973	31,243	11,168	9,247	82.8	4,129	37,917	9,249*	5,639	2,518
Martin	7,665	6,295	3,053	2,632	86.2	1,057	6,837	3,093*	1,099	528
Monroe	25,159	14,078	8,345	6,960	83.4	2,555	20,197	100*	2,223	988
Nassau	12,755	10,826	3,628	3,015	83.1	1,301	8,858	1,578*	2,061	1,082
Okaloosa	27,480	12,900	7,021	5,841	83.2	1,207	11,864	658*	1,531	559
Okeechobee	3,444	3,000	1,022	864	84.5	385	2945	468*	245	114
Orange	114,114	70,074	37,784	33,930	89.8	14,992	127,128	32,675*	21,129	19,072
Osceola	11,325	10,119	4,583	4,019	87.7	2,008	9,556	2,775*	1,318	573
Palm Beach	114,144	79,989	44,906	38,215	85.1	14,879	160,642	29,128*	23,089	13,526
Pasco	20,412	13,981	7,211	6,144	85.2	2,276	12,675	6,688*	1,544	618
Pinellas	157,639	91,852	67,449	61,918	91.8	23,009	192,024	12,551*	27,739	14,592
Polk	122,801	86,665	36,170	31,034	85.8	14,802	105,686	80,996*	27,114	15,020
Putnam	23,545	18,698	7,287	5,859	80.4	2,408	20,470	3,720*	2,935	1,390
St. Johns	24,773	20,012	8,349	6,829	81.8	3,315	22,270	5,432*	3,237	1,326
St. Lucie	20,073	11,871	6,331	5,058	79.9	1,663	23,469	9,599*	2,243	1,113
Santa Rosa	18,501	16,085	4,935	4,012	81.3	1,375	7,308	1,809*	473	162
Sarasota	28,544	16,016	12,927	11,389	88.1	3,220	40,319	4,936*	5,528	2,593
Seminole	26,242	22,304	7,725	6,450	83.5	3,470	22,292	15,418*	2,072	972
Sumter	11,311	11,041	3,295	2,755	83.6	1,276	6,284	4,082*	536	217
Suwannee	16,919	17,073	4,844	3,827	79.0	1,459	10,993	5,070*	1,400	467
Taylor	10,383	11,656	3,174	2,434	76.7	953	8,349	472*	2,277	1,008
Union	8,883	7,094	1,298	1,038	80.0	387	2,102	935*	210	71
Volusia	73,151	53,710	28,137	24,310	86.4	10,747	81,553	8,773*	11,789	5,561
Wakulla	5,238	5,463	1,560	1,268	81.3	472	1,384	445*	258	113
Walton	14,672	14,246	4,248	3,369	79.3	1,120	8,513	1,319*	903	344
Washington	11,844	12,302	3,253	2,583	79.4	874	4,005	1,603*	731	268

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

FIRST
IN LISTENER PREFERENCE
IN
FABULOUS FLORIDA'S
FIRST
CITY OF YEAR-ROUND SALES, AND
FIRST
IN COVERAGE IN NORTH FLORIDA AND SOUTH GEORGIA

W-J-A-X

930 kc — 5,000 watts

W-J-A-X-FM

95.1 mg

JACKSONVILLE, FLORIDA'S MUNICIPAL STATIONS

J. D. Kennedy, Commissioner in Charge — John T. Hopkins III, Manager

AN **NBC** AFFILIATE

NATIONAL REPRESENTATIVES: JOHN BLAIR & CO. — SOUTHEAST: HARRY E. CUMMINGS

WRBL

1st

STATION IN

COLUMBUS

2nd

METROPOLITAN MARKET OF

GEORGIA

HOOPER, JAN.-APRIL, '51
SHARE OF AUDIENCE

Weekday Mornings 32.7
Weekday Afternoons .. 48.1
Sunday Afternoons 37.4
Evenings 45.1
Total Rated Time Periods 43.0

SM Survey of Buying Power
May 10, 1951
Metropolitan Area
Population 172,100
Retail Sales $118,669,000
Effective Buying
Income $160,535,000

AM 1928 WRBL 1951 FM

CBS 5 KW CALL HOLLINGBERY

FLORIDA

SPOT RATE FINDER

(Continued from page 36)

ORLANDO, Orange, 37,784 homes, 89.8% radio, 33,930 radio homes.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.75	7.75	12.24	24.31	38.62	63.38
N	10.50	10.50	18.06	35.88	57.75	96.25

WDBO, 5kw, 580kc, CBS, Blair, Hooper

D	8.50	8.50	13.75	27.50	44.00	71.50
N	12.00	12.00	19.25	38.50	66.00	110.00

WDBO-FM, Chan. 222, 92.3mc, 35kw, Blair, Bonus

WHOO, 10kw, 990kc, ABC, Ra-Tel, Hooper

D	7.50	7.50	11.70	22.75	39.00	65.00
N	10.00	10.00	18.00	35.00	60.00	100.00

WHOO-FM, Chan. 243, 96.5mc, 59kw, Ra-Tel, Bonus

WLOF, 5kw, 950kc, MBS, Raymer

D	8.00	8.00	13.00	26.00	40.00	65.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WORZ, 1kw, 740kc, NBC, Weed, Hooper, Conlan

D	7.00	7.00	10.50	21.00	31.50	52.00
N	10.00	10.00	15.00	30.00	45.00	75.00

PALATKA, Putnam, 7,287 homes, 80.4% radio, 5,859 radio homes.

WWPF, 250w-D, 800kc, Continental

D	3.25	4.50	7.00	12.50	23.00	40.00

PALM BEACH, Palm Beach, 44,906 homes, 85.1% radio, 38,215 radio homes.

WWPG, 250w, 1340kc, ABC, Perry

D	4.50		9.00	18.00	27.00	45.00
N	5.70		11.40	22.80	34.20	57.00

WWPG-FM, Chan. 250, 97.9mc, 22kw, Bonus

PANAMA CITY, Bay, 13,038 homes, 83.5% radio, 10,887 radio homes.

2 AM affiliates, average 1-time rate

D	4.50	5.00	8.50	18.00	27.00	45.00
N	5.00	5.50	9.50	19.00	30.00	50.00

WDLP, 1kw, 590kc, MBS

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

WDLP-FM, Chan. 255, 98.9mc, 8kw (CP)

WPCF, 250w, 1400kc, ABC

D	3.00	4.00	7.00	16.00	24.00	40.00
N	4.00	5.00	9.00	18.00	30.00	50.00

PENSACOLA, Escambia, 30,506 homes, 86.3% radio, 26,327 radio homes.

3 AM affiliates, average 1-time rate

D	6.00	6.53	10.75	21.67	34.17	57.17
N	8.05	8.67	13.92	28.00	45.50	76.67

WBSR, 250w, 1450kc, CBS

D	5.50	5.50	10.00	20.00	30.00	50.00
N	6.50	6.50	14.00	28.00	42.00	70.00

WCOA, 5kw, 1370kc, NBC, Perry

D	8.50	8.50	13.75	27.50	44.00	71.50
N	12.00	12.00	19.25	38.50	66.00	110.00

WEAR, 250w, 1230kc, ABC, Pearson

D	4.00	5.60	8.50	17.50	28.50	50.00
N	5.65	7.50	8.50	17.50	28.50	50.00

PLANT CITY, Hillsborough, 76,169 homes, 88.9% radio, 67,714 radio homes.

WPLA, 250w-D, 1570kc

D	3.00	3.00	5.00	9.00	18.00	36.00

QUINCY, Gadsden, 7,729 homes, 78.2% radio, 6,044 radio homes.

WCNH, 250w, 1230kc, LBS, Best

D	3.00	3.00	4.50	12.00	18.00	30.00
N	3.00	3.00	4.50	12.00	18.00	30.00

SAINT AUGUSTINE, Saint Johns, 8,349 homes, 81.8% radio, 6,829 radio homes.

WFOY, 250w, 1240kc, CBS, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	7.00	15.00	22.00	36.00
N	9.00	9.00	11.00	22.00	33.00	54.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

MARKET INDICATORS FOR FLORIDA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,771,305	'50	1,897,414	'40
% of U. S.	1.8%	'50	1.44%	'40
Homes	891,886	'50	504,011	'40
Percent Radio	87.4%	'50	64.8%	'40
Radio Homes	779,508	'50	326,447	'40
Retail Sales	$2,810,451,000	'50	2,335,965,000	'48
Retail Trade Employes	130,591	'48	77,312	'39
Wholesale Sales Volume	$1,981,160,000	'48	525,900,000	'39
Wholesale Trade Employes	49,320	'48	37,227	'39
Manufacturing Employment (Mid-March)			97,989	'47
Manufacturing Taxable Payrolls (1st Quarter)			$48,475,000	'47
Income	$2,948,000,000	'49	900,000,000	'40
Percent distribution	1.49%	'49	1.19%	'40
Per Capita Income	$ 1,102	'49	471	'40
Percent of national per capita income	83%	'49	82%	'40
New Construction (Private)	$ 563,500,000	'50	89,600,000	'39
Residential	$ 437,800,000	'50	69,500,000	'39
Non-Residential	$ 70,200,000	'50	11,000,000	'39
Automobile Registration	984,838	'50	782,435	'48
Telephones	647,000	'50	334,900	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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SAINT PETERSBURG, Pinellas, 67,449 homes, 91.8% radio, 61,918 radio homes.

2 AM affiliates, average 1-time rate

D	5.25	7.75	12.25	24.50	42.00	71.00
N	8.00	10.37	18.25	38.75	72.00	120.00

WMLD (FM), Chan. 250, 97.9mc, 16.5kw (CP)
(No rates available)

WSUN, 5kw, 620kc, ABC, Weed

D	4.50	7.50	12.50	25.00	42.00	70.00
N	8.00	10.75	17.50	37.50	72.00	120.00

WTSP, 5kw, 1380kc, MBS, Ra-Tel, Hooper, Conlan

D	6.00	8.00	12.00	24.00	42.00	72.00
N	8.00	10.00	19.00	40.00	72.00	120.00

WTSP-FM, Chan. 273, 102.5mc, 37kw, Ra-Tel, Bonus

SANFORD, Seminole, 7,725 homes, 83.5% radio, 6,450 radio homes.

WTRR, 250w, 1400kc, Best

D	2.16	3.60	6.48	12.96	21.60	36.00
N	3.00	5.00	9.00	18.00	30.00	50.00

SARASOTA, Sarasota, 12,927 homes, 88.1% radio, 11,389 radio homes.

2 AM affiliates, average 1-time rate

D	4.37	6.87	12.50	20.00	30.00	50.00
N	5.00	7.50	13.50	22.00	33.00	60.00

WKXY, 1kw-D, 1540kc, LBS

D	5.00	10.00	15.00	20.00	30.00	50.00
N	5.00	10.00	15.00	20.00	30.00	50.00

WSPB, 250w, 1450kc, CBS, Pearson

D	3.75	3.75	10.00	20.00	30.00	50.00
N	5.00	5.00	12.00	24.00	36.00	60.00

SEBRING, Highlands, 4,905 homes, 82.8% radio, 4,061 radio homes.

WJCM, 250w, 1340kc

D	3.50	3.50	4.70	8.75	19.00	30.00
N	4.50	4.50	6.00	16.25	27.00	45.00

TALLAHASSEE, Leon, 12,939 homes, 82.9% radio, 10,726 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.08	5.65	9.75	20.00	30.00	50.00
N	7.02	7.59	13.50	27.00	42.00	70.00

WTAL, 5kw, 1270kc, CBS, MBS, Blair, Conlan

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	18.00	36.00	54.00	90.00

WCSP (FM), Chan. 280, 103.9mc, 710w, Blair, Bonus

WTNT, 250w, 1450kc, ABC, Clark

D	3.16	4.30	7.50	16.00	24.00	40.00
N	4.05	5.18	9.00	18.00	30.00	50.00

TAMPA, Hillsborough, 76,169 homes, 88.9% radio, 67,714 radio homes.

2 AM affiliates, average 1-time rate

D	13.00	13.00	20.00	32.00	50.00	80.00
N	18.00	18.00	35.00	60.00	90.00	160.00

3 AM non-affiliates, average 1-time rate

D	4.17	4.67	8.50	16.37	28.63	48.33

WALT, 1kw-D, 1110kc, Perry

D	5.00	6.00	12.50	21.60	38.00	60.00

WDAE, 5kw, 1250kc, CBS, Katz

D	14.00	14.00	20.00	32.00	50.00	80.00
N	20.00	20.00	35.00	60.00	90.00	160.00

WDAE-FM, Chan. 264, 100.7mc, 65kw, Bonus

WEBK, 1kw-D, 1590-c

D		3.50	5.50	14.00	21.65	40.00

WFLA, 5kw, 970kc, NBC, Blair, Cummings, Hooper

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	35.00	60.00	90.00	160.00

WFLA-FM, Chan. 227, 93.3mc, 53kw, Blair, Bonus

WHBO, 250w, 1050kc

D	3.35	4.50	7.50	13.50	26.25	45.00
N	3.35	4.50	7.50	13.50	26.25	45.00

WEST PALM BEACH, Palm Beach, 44,906 homes, 85.1% radio, 38,215 radio homes.

2 AM affiliates, average 1-time rate

D	6.00	6.00	11.00	22.00	33.00	55.00
N	11.00	11.00	20.00	40.00	60.00	100.00

WIRK, 1kw, 1290kc, MBS, Cooke

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJNO, 250w, 1230kc, CBS, Meeker

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WINTER HAVEN, Polk, 36,170 homes, 85.8% radio, 31,034 radio homes.

WSIR, 250w, 1490kc, MBS, Conlan, BMB

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.36	5.36	10.72	21.44	32.16	53.60

GEORGIA

SPOT RATE FINDER

ALBANY, Dougherty, 11,489 homes, 79.2% radio, 9,099 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	4.25	4.25	8.00	15.00	22.50	37.50
N	6.00	6.00	13.50	27.00	42.00	70.00

WALB, 1kw, 1590kc, ABC, Burn-Smith, BMB

D	4.50	4.50	8.00	14.00	21.00	35.00
N	6.00	6.00	13.00	26.00	42.00	70.00

WGPC, 250w, 1450kc, CBS, Hollingbery, BMB

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	14.00	28.00	42.00	70.00

(For combination rates see WRBL, Columbus, Ga., listing)

AMERICUS, Sumter, 6,712 homes, 75.9% radio, 5,094 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WDEC, 250w, 1230kc, MBS, Continental (Net'l), Dora-Clayton (Reg'l), Crossley

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

ATHENS, Clarke, 9,273 homes, 85.0% radio, 7,882 radio homes.

WGAU, 250w, 1340kc, CBS, BMB

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WGAU-FM, Chan. 258, 99.5mc, 4.4kw, Bonus

WRFC, 1kw-D, 960kc, Dora-Clayton, BMB

D	6.00	6.00	10.00	20.00	30.00	50.00

ATLANTA, Fulton, 124,036 homes, 88.3% radio, 109,524 radio homes.

4 AM affiliates, average 1-time rate

D	21.50	26.00	37.00	60.05	98.00	163.75
N	34.00	41.75	59.75	98.00	160.50	267.50

3 AM non-affiliates, average 1-time rate

D	9.12	9.67	15.58	32.00	53.00	88.33

WAGA, 5kw, 590kc, CBS, Katz

	SB	1M	5M	15M	30M	1 Hr
D	26.00	30.00	40.00	65.00	110.00	185.00
N	34.00	40.00	54.00	90.00	156.00	260.00

WAGA-FM, Chan. 277, 103.3mc, 50kw, Bonus

WAGA-TV, Chan. 5, 9.5kw-aur., 18kw-vis., CBS, DuMont

D	20.00	40.00	62.50	100.00	150.00	250.00
N	40.00	80.00	125.00	200.00	300.00	500.00

WATL, 5kw, 1380kc, Hollingbery, LBS

D	6.00	9.00	15.00	30.00	48.00	80.00
N	12.00	18.00	30.00	60.00	96.00	160.00

WATL-FM, Chan. 248, 97.5mc, 44kw, Bonus

WBGE, 250w, 1340kc, Burn-Smith

D		5.00	7.00	15.00	24.00	40.00
N		7.00	10.00	20.00	36.00	60.00

WBGE-FM, Chan. 238, 95.5mc, 14kc, Burn-Smith

WQXI (Buckhead), 5kw-D, 790kc

D	10.75	16.50	24.75	51.00	90.00	150.00

WERD, 1kw-D, 860kc

D	7.50	7.50	15.00	30.00	45.00	75.00

WGST, 5kw-D, 1kw-N, 920kc, ABC, MBS, Blair, Pulse

D	15.00	20.00	30.00	48.00	72.00	120.00
N	25.00	34.00	50.00	80.00	120.00	200.00

WGST-FM, Chan. 231, 94.1mc, 345kw, Blair, Bonus

WSB, 50kw, 750kc, NBC, Petry

D	39.00	45.00	63.00	97.20	162.00	270.00
N	65.00	75.00	105.00	162.00	270.00	450.00

WSB-FM, Chan. 253, 98.5mc, 54kw, Bonus
WSB-TV, Chan. 8, 12.5kw-aur.; 23.8kw-vis.; ABC, NBC

	SB	1M	5M	15M	30M	1 Hr
D	36.00	48.00	75.00	120.00	180.00	300.00
N	72.00	96.00	150.00	240.00	360.00	600.00

AUGUSTA, Richmond, 27,863 homes, 82.1% radio, 22,876 radio homes.

4 AM affiliates, average 1-time rate

D	5.62	5.62	11.02	22.07	33.07	55.12
N	7.62	7.62	15.02	30.05	45.07	75.12

WBBQ, 250w, 1340kc, MBS, Walker

D	4.50	4.50	8.10	16.20	24.30	40.50
N	4.50	4.50	8.10	16.20	24.30	40.50

WGAC, 5kw-D, 1kw-N, 580kc, ABC, Avery-Knodel, BMB

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJBF, 250w, 1230kc, NBC, Taylor

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WRDW, 5kw, 1480kc, CBS, Headley-Reed

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

BAINBRIDGE, Decatur, 6,273 homes, 75.8% radio, 4,755 radio homes.

WMGR, 250w, 1490kc, MBS, KBS

D	3.25		15.00	20.00	35.00	50.00
N	3.25		15.00	20.00	35.00	50.00

BRUNSWICK, Glynn, 8,620 homes, 83.3% radio, 7,180 radio homes.

2 AM affiliates, average 1-time rate

D	3.25	4.00	10.50	23.50	34.00	57.50
N	3.25	4.00	10.50	23.50	34.00	57.50

WGIG, 1kw, 1440kc, ABC, McGillvra

D	3.50		11.00	22.00	33.00	55.00
N	3.50		11.00	22.00	33.00	55.00

WMOG, 250w, 1490kc, MBS, Conlan

D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

CAIRO, Grady, 4,774 homes, 79.0% radio, 3,771 radio homes.

WGRA, 1kw-D, 1300kc

D	2.35	3.00	4.55	9.00	15.40	30.00

CARROLLTON, Carroll, 9,417 homes, 85.2% radio, 8,023 radio homes.

WLBB, 250w-D, 1100kc, LBS, KBS

D	3.20		10.00	12.00	25.00	42.50

CARTERSVILLE, Bartow, 7,062 homes, 86.1% radio, 6,080 radio homes.

WBHF, 250w, 1450kc, MBS, KBS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

(Continued on page 40)

BROADCASTING TELECASTING
MARKETBOOK MAP
of
GEORGIA
Scale of Miles
25 50 75 100
1 Location of City and number of Standard (AM) Broadcasting Stations
2 Number of FM Broadcasting Stations
Δ Number of Telecasting Stations
MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT
© 1951, Broadcasting Publications, Inc.

Outside of Atlanta – NO GEORGIA STATION DELIVERS AS LARGE A BMB AUDIENCE AS

WMAZ

member of The Georgia Trio

MACON, GA.

10,000 W—940 KC
CBS

102,690 Families*
In 67 counties
With 1950 Retail Sales
of $474,098,000

Represented by
THE KATZ AGENCY, INC.

* *Daytime Total Weekly Audience*, as reported in BMB Study No. 2, Spring 1949.

If you want to reach the right side of Atlanta's buying audience, it takes more than just coverage. You need the top local programming, the high local acceptance and top flight merchandising support offered only by WGST. That's why more local advertisers buy more time on WGST than any other Atlanta station. The local boys know the market best — so take advantage of these "pluses" offered by WGST.

GEORGIA

SPOT RATE FINDER

(Continued from page 39)

CEDARTOWN, Polk, 7,708 homes, 87.9% radio, 6,775 radio homes.
WGAA, 250w, 1340kc, ABC, Dora-Clayton

	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.25	9.00	17.60	30.00	55.00
N	3.50	5.25	9.00	17.60	30.00	55.00

COLUMBUS, Muscogee, 29,432 homes, 84.7% radio, 24,929 radio homes.

3 AM affiliates, average 1-time rate

D	7.50	7.50	11.33	22.67	34.00	56.67
N	11.00	11.00	17.33	34.67	52.00	86.67

WDAK, 250w, 1340kc, NBC, Headley-Reed, BMB, O'Connor

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

WGBA, 1kw, 1460kc, ABC, MBS, Branham, Hooper

D	7.50	7.50	12.00	24.00	36.00	60.00
N	9.00	9.00	16.00	32.00	48.00	80.00

WGBA-FM, Chan. 236, 95.1mc, 15.5kw, Branham, Bonus with purchase of WGBA, separate rates

D	1.88	1.88	3.00	6.00	9.00	15.00
N	2.25	2.25	4.00	8.00	12.00	20.00

WRBL, 5kw, 1420kc, CBS, Hollingbery, BMB, Hooper, O'Connor

D	9.00	9.00	12.00	24.00	36.00	60.00
N	15.00	15.00	20.00	40.00	60.00	100.00

WRBL-FM, Chan. 227, 93.3mc, 46.2kw, Hollingbery
(Bonus at station option, available separately, rates on request)

CORDELE, Crisp, 4,984 homes, 74.7% radio, 3,723 radio homes.
WMJM, 250w, 1490kc, MBS

D	3.00	3.00	15.00	20.00	35.00	50.00
N	3.00	3.00	15.00	20.00	35.00	50.00

COVINGTON, Newton, 5,380 homes, 85.4% radio, 4,595 radio homes.
WMOC, 250w, 1490kc

D	4.00	4.00	9.00	18.00	27.00	45.00
N	4.00	4.00	9.00	18.00	27.00	45.00

DALTON, Whitfield, 8,755 homes, 90.9% radio, 7,958 radio homes.
WBLJ, 250w, 1230kc, MBS

D	5.00	5.00	5.00	8.00	15.50	30.00
N	5.00	5.00	5.00	8.00	15.50	30.00

DAWSON, Terrell, 4,011 homes, 73.7% radio, 2,956 radio homes.
WDWD, 1kw-D, 990kc

D	2.00	3.00	6.00	8.75	15.00	25.00

DECATUR, DeKalb, 37,206 homes, 93.4% radio, 34,750 radio homes.
WEAS (Atlanta), 10kw, 1010kc, Forjoe

D	15.75	18.00	24.75	40.50	67.50	112.50
N	15.75	18.00	24.75	40.50	67.50	112.50

WGLS, 1kw-D, 970kc, LBS

D	8.00	10.00	18.00	36.00	54.00	90.00
N	8.00	10.00	18.00	36.00	54.00	90.00

DOUGLAS, Coffee, 5,575 homes, 77.9% radio, 4,343 radio homes.
WDMG, 1kw-D, 860kc

D	3.50	5.25	9.00	17.60	30.00	55.00

DUBLIN, Laurens, 8,635 homes, 78.4% radio, 6,770 radio homes.
WMLT, 250w, 1340kc, MBS, Continental, BMB

D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.00

EAST POINT, Fulton, 124,036 homes, 88.3% radio, 109,524 radio homes.
WTJH, 1kw-D, 1260kc

D	4.25	5.95	8.50	17.00	30.60	51.00

ELBERTON, Elbert, 4,821 homes, 80.9% radio, 3,900 radio homes.
WSGC, 250w, 1400kc, MBS, KBS, Continental

D	1.75	1.75	4.00	8.00	14.00	20.00
N	1.75	1.75	4.00	8.00	14.00	20.00

FITZGERALD, Ben Hill, 3,969 homes, 81.3% radio, 3,227 radio homes.
WBHB, 250w, 1240kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

GAINESVILLE, Hall, 10,290 homes, 86.1% radio, 8,860 radio homes.

2 AM affiliates, average 1-time rate

D	3.50	3.50	7.15	12.80	19.20	32.00
N	5.00	5.00	9.00	18.00	27.00	45.00

WDUN, 250w, 1400kc, LBS

D	3.50	3.50	7.50	12.00	18.00	30.00
N	5.00	5.00	8.00	16.00	24.00	40.00

WDUN-FM, Chan. 280, 103.9mc, 0.3kw, Bonus
WGGA, 250w, 1240kc, MBS, Hooper

D	3.50	3.50	6.80	13.60	20.40	34.00
N	5.00	5.00	10.00	20.00	30.00	50.00

GRIFFIN, Spalding, 8,186 homes, 86.4% radio, 7,073 radio homes.
WKEU, 250w, 1450kc, MBS, Sears & Ayer

D		6.00	12.00	21.00	37.80	68.10
N		6.00	12.00	21.00	37.80	68.10

HARTWELL, Hart, 3,723 homes, 84.6% radio, 3,150 radio homes.
WKLY, 1kw-D, 980kc, Continental

D	5.00	5.00	10.00	20.00	30.00	50.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

JESUP, Wayne, 3,487 homes, 79.4% radio, 2,769 radio homes.
WBGR, 1kw-D, 1370kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.25	9.00	17.60	30.00	55.00

LA GRANGE, Troup, 12,842 homes, 80.9% radio, 10,259 radio homes.
WLAG, 250w, 1240kc, MBS, Conlan

D	4.00	6.00	10.00	20.00	36.00	60.00
N	4.00	6.00	10.00	20.00	36.00	60.00

WLAG-FM, Chan. 238, 104.1mc, 5kw

D	2.00	3.00	5.00	10.00	18.00	30.00
N	2.00	3.00	5.00	10.00	18.00	30.00

MACON, Bibb, 30,415 homes, 81.3% radio, 24,727 radio homes.

4 AM affiliates, average 1-time rate

D	7.15	7.78	14.00	25.50	38.22	63.75
N	10.83	12.17	22.83	40.67	61.00	101.67

WBML, 250w, 1240kc, ABC

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

WBML-FM, Chan. 264, 100.7mc, 15kw, Bonus
WIBB, 1kw-D, 1280kc, Dora-Clayton

D	6.60	6.60	11.00	22.00	33.00	55.00

WMAZ, 10kw, 940kc, CBS, Katz, BMB, Hooper

D	11.00	13.50	25.00	40.00	60.00	100.00
N	16.00	20.00	37.50	60.00	90.00	150.00

WMAZ-FM, Chan. 256, 99.1mc, 44kw, Katz, Bonus
WNEX, 250w, 1400kc, MBS, Branham

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WNEX-FM, Chan. 245, 96.9mc, 41kw, Branham, Bonus

MARIETTA, Cobb, 16,181 homes, 89.6% radio, 14,498 radio homes.
WFOM, 250w, 1230kc

D	3.00		8.00	15.00	30.00	60.00
N	3.00		8.00	15.00	30.00	60.00

MILLEDGEVILLE, Baldwin, 4,586 homes, 80.6% radio, 3,696 radio homes.
WMVG, 250w, 1450kc, MBS, Griffith

D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.00

MOULTRIE, Colquitt, 8,667 homes, 79.4% radio, 6,882 radio homes.
WMGA, 250w, 1400kc, Clark

D	2.40	3.20	4.80	9.60	14.40	24.00
N	2.40	3.20	4.80	9.60	14.40	24.00

NEWNAN, Coweta, 7,560 homes, 82.2% radio, 6,214 radio homes.
WCOH, 250w, 1400kc, MBS

D	3.00	3.00	7.50	12.50	22.50	40.00
N	3.00	3.00	7.50	12.50	22.50	40.00

WCOH-FM, Chan. 244, 96.7mc, 250w, Bonus

QUITMAN, Brooks, 4,463 homes, 77.1% radio, 3,441 radio homes.
WKMA, 250w, 1490kc, LBS

D	4.00	6.00	8.00	16.00	28.00	40.00
N	4.00	6.00	8.00	16.00	28.00	40.00

ROME, Floyd, 15,989 homes, 89.0% radio, 14,230 radio homes.

3 AM affiliates, average 1-time rate

D	4.50	5.00	10.00	19.87	32.00	55.00
N	6.25	6.25	13.50	27.00	40.50	67.50

WLAQ, 1kw, 1410kc, ABC, KBS

D	3.00	4.50	9.00	18.00	30.00	50.00
N	5.00	6.00	12.00	24.00	36.00	60.00

WRGA, 5kw, 1470kc, MBS, Walker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WRGA-FM, Chan. 293, 106.5mc, 1.4kw, Bonus
WROM, 1kw-D, 710kc, LBS, Dodson

D	4.50	4.50	9.00	17.60	30.00	55.00

SAVANNAH, Chatham, 43,594 homes, 84.0% radio, 36,619 radio homes.

4 AM affiliates, average 1-time rate

D	7.25	9.00	15.37	27.75	43.00	73.25
N	10.75	13.37	23.00	41.00	63.25	106.25

2 AM non-affiliates, average 1-time rate

D	5.07	6.97	10.87	20.75	36.95	62.25

WCCP, 250w, 1450kc, MBS, Walker

D	5.50	5.50	10.00	18.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	70.00

WDAR, 250w, 1400kc, ABC, Ra-Tel, Hooper

D	4.50	6.00	10.00	18.00	30.00	55.00
N	6.00	8.50	15.00	27.00	45.00	75.00

WFRP, 250w, 1230kc, Clark

D	3.75	5.00	9.00	16.00	28.00	48.00
N	5.00	6.00	12.00	21.60	38.00	60.00

WJIV, 1kw-D, 900kc, Forjoe

D	6.40	8.95	12.75	25.50	45.90	76.50

WSAV, 5kw, 630kc, NBC, Hollingbery, BMB, Hooper

D	9.50	12.00	20.00	37.50	56.00	94.00
N	14.50	18.00	30.00	56.00	84.00	140.00

WSAV-FM, Chan. 262, 100.3mc, 15.5kw, Hollingbery, Bonus
WTOC, 5kw, 1290kc, CBS, Katz, Hooper

D	9.50	12.50	21.50	37.50	56.00	94.00
N	14.50	19.00	32.00	56.00	84.00	140.00

WTOC-FM, Chan. 247, 97.3mc, 5kw, Katz, Bonus

STATESBORO, Bulloch, 6,198 homes, 79.3% radio, 4,915 radio homes.
WWNS, 250w, 1490kc, MBS

D	2.50	2.50	5.50	11.00	18.00	30.00
N	2.50	2.50	5.50	11.00	18.00	30.00

SUMMERVILLE, Chattooga, 5,379 homes, 89.4% radio, 4,809 radio homes.
WGTA, 1kw-D, 950kc, O'Connor

D	3.30	5.85	10.50	18.65	33.50	60.25

SWAINSBORO, Emanuel, 5,498 homes, 79.7% radio, 4,382 radio homes.
WJAT, 1kw-D, 800kc

D	3.50	5.25	9.00	17.60	30.00	55.00

THOMASTON, Upson, 6,389 homes, 84.1% radio, 5,373 radio homes.
WSFT, 250w-D, 1220kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	7.00	12.00	17.50	25.00

THOMASVILLE, Thomas, 8,962 homes, 80.2% radio, 7,188 radio homes.

2 AM non-affiliates, average 1-time rate

D	3.50	4.87	9.00	18.80	33.75	57.50

WXTG, 1kw-D, 730kc, Clark

D	3.50	5.25	9.00	17.60	30.00	55.00

WPAX, 250w, 1240kc

D	3.50	4.50		20.00	37.50	60.00
N	3.50	4.50		20.00	37.50	60.00

THOMSON, McDuffie, 3,037 homes, 79.0% radio, 2,399 radio homes.
WTWA, 250w, 1240kc, MBS

D	3.00	4.00	7.00	12.00	22.00	40.00
N	3.00	4.00	7.00	12.00	22.00	40.00

TIFTON, Tift, 5,798 homes, 79.9% radio, 4,633 radio homes.
WWGS, 250w, 1340kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

TOCCOA, Stephens, 4,314 homes, 84.0% radio, 3,624 radio homes.
WLET, 1kw, 1420kc, MBS, Clark

D	3.00	3.00	8.00	16.00	24.00	40.00
N	3.00	3.00	8.00	16.00	24.00	40.00

* * *

WLET-FM, Chan. 291, 106.1mc, 10kw, Clark, Bonus with AM during operating hours.
VALDOSTA, Lowndes, 9,217 homes, 79.1% radio, 7,291 radio homes.
WGAF, 5kw, 910kc

	SB	1M	5M	15M	30M	1 Hr
D	7.60	11.40	17.10	30.40	47.50	76.00
N	7.60	11.40	17.10	30.40	47.50	76.00

WGOV, 5kw-D, 1kw-N, 950kc, MBS, Pearson

D	8.00	12.00	18.00	32.00	50.00	80.00
N	8.00	12.00	18.00	32.00	50.00	80.00

VIDALIA, Toombs, 4,361 homes, 79.2% radio, 3,454 radio homes.
WVOP, 250w, 1450kc, KBS

D	3.10		8.50	13.50	25.00	30.00
N	3.10		8.50	13.50	25.00	30.00

WAYCROSS, Ware, 7,841 homes, 82.7% radio, 6,485 radio homes.
WACL, 1kw-D, 570kc

D		8.95	12.75	25.50	45.90	76.50

WAYX, 250w, 1230kc, MBS, Holman, BMB

D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

WEST POINT, Troup, 12,824 homes, 80.0% radio, 10,259 radio homes.
WRLD, 250w, 1490kc, ABC, McGillvra

D	3.00		10.00	16.00	28.80	40.00
N	3.00		10.00	16.00	28.80	40.00

WRLD-FM, Chan. 275, 102.9mc, 10.2kw
(For rates consult station management)

MARKET INDICATORS FOR GEORGIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,444,578	'50	3,123,723	'40
% of U. S.	2.3%	'50	2.36%	'40
Homes	897,279	'50	726,999	'40
Percent Radio	83.4%	'50	52.5%	'40
Radio Homes	748,331	'50	381,668	'40
Retail Sales	$2,310,587,000	'50	2,086,256,000	'48
Retail Trade Employes	120,378	'48	83,346	'39
Wholesale Sales Volume	$3,144,709,000	'48	806,200,000	'39
Wholesale Trade Employes	43,136	'48	25,361	'39
Manufacturing Employment (Mid-March)			265,085	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 120,274,000	'47
Income	$2,928,000,000	'49	986,000,000	'40
Percent distribution	1.48%	'49	1.30%	'40
Per Capita Income	$ 876	'49	315	'40
Percent of national per capita income	66%	'49	55%	'40
New Construction (Private)	$ 398,600,000	'50	56,900,000	'39
Residential	$ 248,200,000	'50	29,200,000	'39
Non-Residential	$ 66,700,000	'50	12,500,000	'39
Automobile Registration	897,518	'50	716,287	'48
Telephones	577,400	'50	316,900	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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GEORGIA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948		Taxable Payrolls 1st Qtr. 1948 ($000)	
Appling	14,013	14,497	3,395	2,645	77.9	1,165	4,503	2,028*	(1)	3,186	(1)	1,131
Atkinson	7,368	7,093	1,810	1,495	82.6	650	1,741	1,724*	(2)	576	(2)	191
Bacon	8,963	8,096	2,180	1,796	82.4	769	4,271	1,986*	(1)		(1)	
Baker	5,969	7,344	1,412	1,089	77.1	392	811	2,859*	(3)	622	(3)	171
Baldwin	29,721	24,190	4,586	3,696	80.6	1,957	10,427	1,734*	(4)	3,556	(4)	1,327
Banks	6,970	8,733	1,918	1,580	82.4	791	580	1,234*		106		21
Barrow	13,150	13,064	3,601	3,234	89.8	1,819	7,310	2,023*		2,455		813
Bartow	27,329	25,283	7,062	6,080	86.1	3,268	16,294	4,380*		4,545		2,351
Ben Hill	14,891	14,523	3,969	3,227	81.3	1,876	12,031	2,900*	(5)	3,314	(5)	1,170
Berrien	14,004	15,370	3,327	2,708	81.4	1,348	5,637	5,234*	(6)	1,259	(6)	427
Bibb	113,560	88,783	30,415	24,727	81.3	13,065	94,174	2,411*		24,647		11,927
Bleckley	9,255	9,665	2,476	2,020	81.6	868	4,063	3,023*	(7)	1,597	(7)	570
Brantley	6,397	6,871	1,528	1,198	78.4	402	1,300	933*		379		124
Brooks	18,139	20,497	4,463	3,441	77.1	1,582	6,679	6,912*		1,142		401
Bryan	5,988	6,288	1,500	1,176	78.4	374	2,372	661*	(8)	508	(8)	215
Bulloch	24,862	26,010	6,198	4,915	79.3	2,347	13,784	8,932*		1,492		524

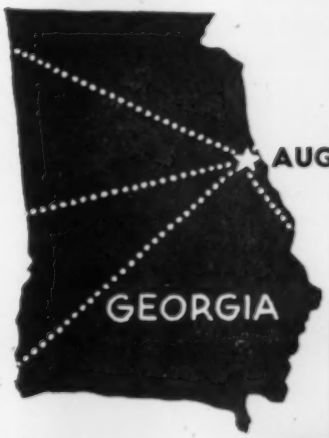
(Continued on page 42)

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

FIRST in Georgia's third market . . .

FIRST (power) 5000 W

Georgia's 3rd market is a buying market. 1950 retail sales exceeded $115 million. 1951 will be greater because of the new $900 million AEC Hydrogen Bomb Facilities Plant, the Clark Hill Dam and Camp Gordon operating at full capacity.



WRDW's powerful 5kw signal dominates the Augusta market, day and night. We have figures to prove it. Or ask Headley-Reed for complete information.

FIRST in selling power . . .

FIRST in the market

The station most Augustans listen to most.

FIRST Hooper-Wise

According to the latest Hooper Survey (Dec. '50-April '51), WRDW is First in the morning with 29.0%; First in the afternoon with 35.6%; First at night with 35.2%. WRDW is first in Augusta in total rated periods with 33.4%.

WRDW

CBS for Augusta, Ga.

GEORGIA RADIO MARKET DATA BY COUNTIES

(Continued from page 41)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948		Taxable Payrolls 1st Qr. 1948 ($000)
Burke	23,469	26,520	6,793	5,034	74.1	1,556	7,273	9,450*	1,468		548
Butts	9,133	9,182	2,638	2,232	84.6	996	3,769	2,149*	(9) 3,001	(9)	1,336
Calhoun	9,045	10,436	2,456	1,903	77.5	608	2,228	4,103*	(3)	(3)	
Camden	7,339	5,910	1,899	1,527	80.4	458	4,075	387*	903		443
Candler	8,042	9,103	2,068	1,687	81.6	827	4,472	2,721*	(10) 3,264	(10)	1,061
Carroll	34,084	34,156	9,417	8,023	85.2	4,179	16,364	5,300*	4,598		1,708
Catoosa	15,137	12,199	3,857	3,498	90.7	1,784	3,560	1,606*	(11) 7,099	(11)	3,364
Charlton	4,825	5,256	1,108	894	80.7	408	2,451	265*	317		94
Chatham	150,946	117,970	43,594	36,619	84.0	20,172	124,527	2,418*	34,599		19,627
Chattahoochee	12,195	15,138	1,236	1,021	82.6	149	153	1,426*	140		50
Chattooga	21,178	18,532	5,379	4,809	89.4	2,550	10,270	1,862*	5,906		3,513
Cherokee	20,782	20,126	5,278	4,481	84.9	2,415	11,648	8,466*	3,202		1,787
Clarke	36,488	28,398	9,273	7,882	85.0	4,757	36,492	1,252*	7,147		3,971
Clay	5,830	7,064	1,583	1,233	77.9	455	2,512	2,463*	(12) 2,150	(12)	694
Clayton	22,026	11,655	5,839	5,086	87.1	1,547	4,703	1,638*	(13) 1,712	(13)	699
Clinch	6,024	6,437	1,627	1,347	82.8	613	2,129	645*	(2)	(2)	
Cobb	61,748	38,272	16,181	14,498	89.6	5,994	36,707	2,861*	7,078		3,056
Coffee	23,998	21,541	5,575	4,343	77.9	1,759	14,161	6,593*	(1)	(1)	
Colquitt	33,934	30,012	8,667	6,882	79.4	3,232	21,071	12,456*	3,901		1,710
Columbia	9,499	9,433	2,085	1,697	81.4	787	1,667	1,181*	730		204
Cook	12,242	11,919	3,039	2,519	82.9	1,170	5,046	3,713*	(6)	(6)	
Coweta	27,736	26,972	7,560	6,214	82.2	3,065	15,420	3,099*	5,928		2,651
Crawford	6,083	7,128	1,514	1,195	78.9	436	1,489	2,088*	396		111
Crisp	17,644	17,540	4,984	3,723	74.7	1,714	13,692	4,468*	(14) 3,216	(14)	1,250
Dade	7,362	5,894	1,730	1,472	85.1	566	1,810	356*	(11)	(11)	
Dawson	3,707	4,479	1,006	807	80.2	394	525	3,040*	(15) 2,562	(15)	919
									2,098		863
Decatur	23,625	22,234	6,273	4,755	75.8	1,652	10,609	6,104*	8,171		3,679
De Kalb	134,931	86,942	37,206	34,750	93.4	17,981	59,067	4,666*	1,412		501
Dodge	17,869	21,022	4,682	3,615	77.2	1,578	6,807	3,806*	(14)	(14)	
Dooly	14,150	16,886	3,794	3,016	79.5	1,241	4,900	6,405*	9,517		4,321
Dougherty	43,446	28,565	11,489	9,099	79.2	3,623	42,250	2,830*	1,143		490
Douglas	12,195	10,053	3,089	2,518	81.5	1,100	5,115	1,298*	(16) 2,710	(16)	1,420
Early	17,392	18,679	4,613	3,515	76.2	1,264	7,214	9,503*	(17) 225	(17)	93
Echols	2,495	2,964	731	590	80.7	216	274	365*	(8)	(8)	
Effingham	9,123	9,646	2,457	1,998	81.3	762	2,754	1,457*	(18) 4,604	(18)	1,946
Elbert	18,572	19,618	4,821	3,900	80.9	2,146	9,022	2,123*	1,231		415
Emanuel	19,698	23,517	5,498	4,382	79.7	2,157	9,335	4,293*	(10)	(10)	
Evans	6,645	7,401	1,739	1,419	81.6	659	4,080	1,799*	(19) 2,928	(19)	980
Fannin	15,162	14,752	3,607	3,095	85.8	1,588	5,585	548*	(13)	(13)	
Fayette	7,989	8,170	2,115	1,692	80.0	633	2,654	1,846*	14,224		7,489
Floyd	62,917	56,141	15,989	14,230	89.0	9,424	49,563	3,258*	(15)	(15)	
Forsyth	10,995	11,322	2,867	2,374	82.8	1,168	6,413	8,259*	(18)	(18)	
Franklin	14,448	15,612	3,886	3,276	84.3	1,649	6,943	2,479*	173,187		98,960
Fulton	467,354	392,886	124,036	109,524	88.3	75,216	649,298	5,489*	(19)	(19)	
Gilmer	9,918	9,001	2,373	1,934	81.5	736	3,769	853*	(20) 2,923	(20)	883
Glascock	3,595	4,547	1,049	873	83.2	471	625	1,887*	6,412		3,071
Glynn	29,160	21,920	8,620	7,180	83.3	3,400	24,481	578*	2,707		939
Gordon	18,957	18,445	4,898	4,335	88.5	2,715	8,041	2,705*	1,344		539
Grady	18,919	16,654	4,774	3,771	79.0	1,836	8,063	7,475*	(21) 2,979	(21)	1,022
Greene	12,849	13,709	3,294	2,698	81.9	1,195	5,941	1,802*	2,378		971
Gwinnett	32,375	29,087	8,433	7,126	84.5	3,504	14,276	3,408*	(22) 6,971	(22)	3,142
Habersham	16,532	14,771	4,312	3,730	86.5	1,822	8,574	1,351*	8,277		3,775
Hall	40,020	34,822	10,290	8,860	86.1	4,845	37,271	9,239*	(23) 2,690	(23)	876
Hancock	11,034	12,764	2,584	1,990	77.0	644	4,433	1,806*	5,400		2,863
Haralson	14,680	14,377	3,884	3,352	86.3	1,791	7,083	1,211*	576		111
Harris	11,258	11,428	2,994	2,425	81.0	748	2,631	1,500*	(18)	(18)	
Hart	14,514	15,512	3,723	3,150	84.6	1,702	4,370	3,546*	232		96
Heard	7,056	8,610	1,830	1,429	78.1	582	1,323	1,418*	13)	(13)	
Henry	15,784	15,119	4,105	3,383	82.4	1,358	5,185	4,363*	(24) 3,940	(24)	1,727
Houston	20,904	11,303	5,514	4,395	79.7	799	7,781	5,885*	(5)	(5)	
Irwin	11,981	12,936	2,829	2,280	80.6	1,008	3,359	5,464*	3,053		1,250
Jackson	18,987	20,089	5,020	4,177	83.2	2,214	8,802	3,506*	(23)	(23)	
Jasper	7,483	8,772	2,194	1,817	82.8	705	3,181	2,643*	(1)	(1)	
Jeff Davis	9,332	8,841	2,143	1,753	81.8	796	2,929	2,361*	1,544		451
Jefferson	18,833	20,040	4,769	3,911	82.0	1,735	7,526	5,929*	889		268
Jenkins	10,298	11,843	2,893	2,161	74.7	806	3,982	3,241*	(25) 438	(25)	146
Johnson	9,900	12,953	2,837	2,224	78.4	885	2,906	3,451*	463		130
Jones	7,536	8,331	1,930	1,579	81.8	597	1,205	1,174*	(9)	(9)	
Lamar	9,863	10,091	2,562	2,085	81.4	1,216	4,261	1,402*	(17)	(17)	
Lanier	5,168	5,632	1,308	1,066	81.5	462	1,823	1,484*	2,544		948
Laurens	33,103	33,606	8,635	6,770	78.4	2,948	17,137	8,840*	(26) 1,140	(26)	426
Lee	6,680	7,837	1,861	1,398	75.1	375	938	3,213*	(27) 1,145	(27)	342
Liberty	8,467	8,595	2,105	1,659	78.8	490	3,828	313*	(28) 2,280	(28)	522
Lincoln	6,492	7,042	1,570	1,262	80.4	467	2,794	777*	(27)	(27)	
Long	3,561	4,086	855	671	78.5	216	1,057	306*	5,856		2,388

(Continued on page 44)

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

Ed Kobak - - - wonders...

whether advertisers and agency folks read these ads

1—WTWA reaches fewer radio homes than any other station affiliated with a national network.

2—WTWA reaches more radio homes in its area more hours per day than any other station in any area. . . .

3—WTWA has developed a strong local programming structure—local public service—home town news—a strong factor in its community.

4—WTWA carries high percentage of available local advertisers.

5—WTWA invites national and regional advertisers to cash-in on its local sales ability.

6—WTWA subscribes to NARTB Standards of Practice.

7—WTWA makes no deals of any kind—just a good advertising buy at a fair price.

8—WTWA offers small market test service.

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THE GEORGIA PURCHASE

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ATLANTA

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SAVANNAH

WAGA	WMAZ	WTOC
ATLANTA	MACON	SAVANNAH
5,000w • 590kc	10,000w • 940kc	5,000w • 1,290kc

(ALL CBS AFFILIATES)

THE *Trio* OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
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—in three major markets.

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NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

GEORGIA RADIO MARKET DATA BY COUNTIES

(Continued from page 42)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948		Taxable Payrolls 1st Qtr. 1948 ($000)	
Lowndes	35,196	31,860	9,217	7,291	79.1	3,483	24,689	5,490*	(15)		(15)	
Lumpkin	6,581	6,223	1,497	1,202	80.3	540	1,931	1,435*	(20)		(20)	
McDuffie	11,445	10,878	3,037	2,399	79.0	1,000	5,317	2,173*	(27)		(27)	
McIntosh	6,007	5,292	1,756	1,407	80.1	405	1,947	221*		965		296
Macon	14,188	15,947	3,855	3,103	80.5	1,194	6,036	7,099*		386		136
Madison	12,233	13,431	3,088	2,569	83.2	1,344	2,312	2,674*	(29)	1,327	(29)	382
Marion	6,516	6,954	1,688	1,313	77.8	430	1,746	1,470*		2,088		948
Meriwether	20,589	22,055	5,567	4,509	81.0	1,849	7,357	4,833*	(16)		(16)	
Miller	9,020	9,998	2,208	1,740	78.8	649	3,055	4,830*		2,172		907
Mitchell	22,293	23,261	5,607	4,211	75.1	1,610	10,498	9,447*		1,282		546
Monroe	10,540	10,749	2,803	2,284	81.5	891	4,641	1,926*	(30)	1,473	(30)	441
Montgomery	7,906	9,668	1,974	1,561	79.1	583	1,622	1,501*	(21)		(21)	
Morgan	11,919	12,713	3,291	2,656	80.7	1,082	5,267	4,155*	(19)		(19)	
Murray	10,702	11,137	2,631	2,273	86.4	1,290	2,628	1,298*		34,313		16,813
Muscogee	117,437	75,494	29,432	24,929	84.7	12,073	109,147	1,217*	(31)	5,492	(31)	2,622
Newton	20,242	18,576	5,380	4,595	85.4	2,584	11,660	3,633*	(32)	1,064	(32)	310
Oconee	7,005	7,576	1,904	1,552	81.5	716	979	1,774*	(32)		(32)	
Oglethorpe	9,946	12,430	2,618	2,107	80.5	960	1,875	1,821*		695		221
Paulding	11,733	12,832	3,044	2,545	83.6	1,282	2,901	1,719*	(24)		(24)	
Peach	11,693	10,378	3,014	2,182	72.4	1,054	7,269	3,796*	(15)		(15)	
Pickens	8,825	9,136	2,305	1,994	86.5	1,092	4,799	833*		551		161
Pierce	11,097	11,800	2,821	2,285	81.0	890	4,291	3,354*	(9)		(9)	
Pike	8,447	10,375	2,346	1,910	81.4	923	1,535	2,742*		7,975		3,873
Polk	30,653	28,467	7,708	6,775	87.9	4,162	17,750	1,839*	(7)		(7)	
Pulaski	8,793	9,829	2,338	1,763	75.4	808	5,279	2,478*	(23)		(23)	
Putnam	7,718	8,514	1,890	1,540	81.5	693	3,884	2,651*	(12)		(12)	
Quitman	3,014	3,435	822	609	74.1	152	455	943*	(22)		(22)	
Rabun	7,388	7,821	2,350	1,939	82.5	690	3,483	447*	(12)		(12)	
Randolph	13,813	16,609	3,783	2,852	75.4	1,161	6,294	5,011*		22,736		10,964
Richmond	108,916	81,863	27,863	22,876	82.1	12,539	96,945	2,775*	(31)		(31)	
Rockdale	8,486	7,724	2,054	1,738	84.6	916	3,799	1,305*	(29)		(29)	
Schley	4,038	5,033	1,106	697	63.0	395	1,199	1,900*		958		309
Screven	17,742	20,353	4,888	3,695	75.6	1,251	5,160	4,850*	(16)		(16)	
Seminole	7,896	8,492	1,969	1,571	79.8	596	4,407	4,247*		9,270		4,539
Spalding	31,051	28,427	8,186	7,073	86.4	4,463	24,005	2,187*	(22)		(22)	
Stephens	16,602	12,972	4,314	3,624	84.0	1,722	10,110	643*	(29)		(29)	
Stewart	9,188	10,603	2,308	1,805	78.2	616	3,316	2,460*		2,834		1,092
Sumter	24,195	24,502	6,712	5,094	75.9	2,215	16,027	6,010	(33)	1,326	(33)	364
Talbot	7,554	8,141	2,009	1,547	77.0	416	1,679	1,432	(28)		(28)	
Taliaferro	4,512	6,278	1,195	938	78.5	387	1,075	598	(10)		(10)	
Tattnall	15,889	16,243	3,762	3,104	82.5	1,379	5,743	4,254	(33)		(33)	
Taylor	9,129	10,768	2,592	2,084	80.4	858	3,450	3,263	(30)		(30)	
Telfair	13,239	15,145	3,418	2,765	80.9	1,213	6,240	2,187	(26)		(26)	
Terrell	14,320	16,675	4,011	2,956	73.7	1,037	6,857	6,392		4,926		1,925
Thomas	33,903	31,289	8,962	7,188	80.2	3,650	21,084	7,438		2,816		1,077
Tift	22,624	18,599	5,798	4,633	79.9	2,005	16,584	6,649	(10)		(10)	
Toombs	17,490	16,952	4,361	3,454	79.2	1,469	13,858	2,826	(22)		(22)	
Towns	4,789	4,925	1,218	1,012	83.1	462	980	399	(25)		(25)	
Treutlen	6,513	7,632	1,618	1,277	78.9	504	2,079	1,115		14,775		7,682
Troup	49,694	43,879	12,824	10,259	80.0	5,427	41,951	1,418	(5)		(5)	
Turner	10,490	10,846	2,871	2,346	81.7	936	4,680	4,390	(24)		(24)	
Twiggs	8,323	9,117	2,004	1,527	76.2	431	1,189	1,482	(19)		(19)	
Union	7,325	7,680	1,914	1,502	78.5	546	1,780	669		7,219		4,135
Upson	25,108	25,064	6,389	5,373	84.1	3,311	15,859	1,710	(11)		(11)	
Walker	38,223	31,024	9,845	8,870	90.1	4,826	17,476	2,058		2,723		1,181
Walton	20,230	20,777	5,241	4,439	84.7	2,559	10,697	5,273		3,881		1,588
Ware	30,282	27,929	7,841	6,485	82.7	3,804	25,186	2,200	(20)		(20)	
Warren	8,792	10,236	2,430	2,051	84.4	683	2,976	2,380		2,020		733
Washington	21,089	24,230	5,879	4,509	76.7	1,707	7,868	5,139		1,376		570
Wayne	14,306	13,122	3,487	2,769	79.4	1,138	7,575	1,973	(29)		(29)	
Webster	4,106	4,726	1,096	841	76.7	271	392	1,744	(30)		(30)	
Wheeler	6,704	8,535	1,709	1,389	81.3	682	1,534	1,478	(22)		(22)	
White	5,953	6,417	1,540	1,254	81.4	559	1,492	923		8,603		3,877
Whitfield	34,465	26,105	8,755	7,958	90.9	4,320	22,200	1,733	(5)		(5)	
Wilcox	10,158	12,755	2,937	2,364	80.5	938	2,553	3,320	(28)		(28)	
Wilkes	12,403	15,084	3,387	2,527	74.6	1,110	6,335	1,674	(4)		(4)	
Wilkinson	9,785	11,025	2,729	1,817	81.5	904	2,995	1,144		706		230
Worth	19,419	21,374	4,789	3,802	79.4	1,444	4,956	9,040				

(1) Includes Appling, Bacon, Coffee and Jeff Davis Counties. (2) Includes Atkinson and Clinch Counties. (3) Includes Baker and Calhoun Counties. (4) Includes Baldwin and Wilkinson Counties. (5) Includes Ben Hill, Irwin, Turner and Wilcox Counties. (6) Includes Berrien and Cook Counties. (7) Includes Beckley and Pulaski Counties. (8) Includes Bryan and Effingham Counties. (9) Includes Butts, Lamar and Pike Counties. (10) Includes Candler, Evans, Tattnall and Toombs Counties. (11) Includes Catoosa, Dade and Walker Counties. (12) Includes Clay, Quitman and Randolph Counties. (13) Includes Clayton, Fayette and Henry Counties. (14) Includes Crisp and Dooley Counties. (15) Includes Dawson, Forsyth, Lumpkin and Pickens Counties. (16) Includes Early, Miller and Seminol Counties. (17) Includes Echols and Lanier Counties. (18) Includes Elbert, Franklin and Hart Counties. (19) Includes Fannin, Gilmer, Murray and Union Counties. (20) Includes Glascock, McDuffie and Warren Counties. (21) Includes Greene and Morgan Counties. (22) Includes Habersham, Rabun, Stephens, Towns and White Counties. (23) Includes Hancock, Jasper and Putnam Counties. (24) Includes Houston, Peach and Twiggs Counties. (25) Includes Johnson and Treutuen Counties. (26) Includes Lee and Terrell Counties. (27) Includes Liberty, Long and McIntosh Counties. (28) Includes Lincoln, Taliaferro and Wilkes Counties. (29) Includes Marion, Schley, Stewart and Webster Counties. (30) Includes Montgomery, Telfair and Wheeler Counties. (31) Includes Newton and Rockdale Counties. (32) Includes Oconee and Oglethorpe Counties. (33) Includes Talbot and Taylor Counties.

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

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Gateway to
HELL'S CANYON & SEVEN DEVILS
Serves the Rich Snake River Area
6 Counties in Idaho - 2 Counties in Oregon

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☆ OVER 70% OF ALL U. S. SEED CROPS GROWN IN THIS AREA

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1240 Kc WEISER, IDAHO 250 w

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SPOT RATE FINDER

BLACKFOOT, Bingham, 5,832 homes, 97.7% radio, 5,698 radio homes.
KBLI, 250w, 1490kc
(No rates available)

BOISE, Ada, 21,501 homes, 97.8% radio, 21,028 radio homes.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.75	7.67	10.00	24.00	36.00	60.00
N	13.50	13.83	18.23	41.42	62.67	106.67

KDSH, 5kw, 950kc, CBS, Free & Peters, Hooper

D	6.00	7.50	10.00	20.00	30.00	50.00
N	12.00	15.00	20.00	40.00	60.00	100.00

KGEM, 10kw, 1140kc, ABC, Hollingbery

D		8.00	8.00	28.00	42.00	70.00
N		10.70	10.70	37.25	56.00	100.00

KIDO, 5kw, 630kc, NBC, Blair, Hooper, BMB

D	7.50	7.50	12.00	24.00	36.00	60.00
N	15.00	15.00	24.00	48.00	72.00	120.00

BURLEY, Cassia, 4,143 homes, 97% radio, 4,019 radio homes.
KBIO, 250w, 1230kc, Cooke, ABC & Rocky Mountain

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	6.00	8.00	12.00	20.00
N	6.00	6.00	9.00	12.00	18.00	30.00

CALDWELL, Canyon, 15,457 homes, 97.3% radio, 15,040 radio homes.
KCID, 250w, 1490kc

D	3.00	4.00	6.75	9.00	17.00	30.00
N	4.00	5.00	10.50	17.00	30.00	50.00

COEUR D'ALENE, Kootenai, 9,415 homes, 96.9% radio, 9,123 radio homes.
KVNI, 250w, 1240kc, MBS, Hollingbery

D		6.00	10.00	16.00	24.00	40.00
N		9.00	15.90	24.00	36.00	60.00

IDAHO FALLS, Bonneville, 8,283 homes, 97.1% radio, 8,043 radio homes.

2 AM affiliates, average 1-time rate

D	6.00	6.35	10.75	20.00	30.00	50.00
N	9.00	9.50	17.50	32.00	48.00	80.00

KID, 5kw-D, 500w-N, 1350kc, MBS, Avery-Knodel, Conlan

D	6.00	7.50	13.50	24.00	36.00	60.00
N	9.00	11.00	21.00	36.00	54.00	90.00

KIFI, 250w, 1400kc, ABC, Hollingbery

D		5.20	8.00	16.00	24.00	40.00
N		8.00	14.00	28.00	42.00	70.00

LEWISTON, Nez Perce, 6,961 homes, 96.3% radio, 6,738 radio homes.
KRLC, 1kw, 1350kc, MBS, Grant, BMB

D	6.00	7.20	12.00	19.20	28.80	48.00
N	8.00	9.60	16.00	25.60	38.00	64.00

MOSCOW, Latah, 5,793 homes, 98.2% radio, 5,689 radio homes.
KRPL, 250w, 1400kc, Biddick, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	18.00	26.00	36.00
N	4.00	5.00	9.00	18.00	26.00	36.00

NAMPA, Canyon, 15,457 homes, 97.3% radio, 15,040 radio homes.
KFXD, 1kw, 580kc, MBS, Avery-Knodel, Hooper

D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

KFXD-FM, Chan. 270, 101.9mc, 2.5kw, Bonus
POCATELLO, Bannock, 11,456 homes, 97.8% radio, 11,204 radio homes.

3 AM applications, average 1-time rate

D	7.60	6.48	8.83	17.67	29.75	44.17
N	10.00	8.83	13.33	26.67	40.00	66.67

KEYY, 250w, 1240kc, MBS, Avery-Knodel

D		4.23	6.50	13.00	19.50	32.50
N		6.50	10.00	20.00	30.00	50.00

KWIK, 1kw, 1440kc, ABC, Conlan

D	5.20	5.20	8.00	16.00	24.00	40.00
N	8.00	8.00	14.00	28.00	42.00	70.00

KSEI, 5kw, 930kc, NBC, Walker, Conlan, BMB

D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

KSEI-FM, Chan. 243, 96.5mc, 1.8kw, Walker, Bonus

PRESTON, Franklin, 2,524 homes, 98.7% radio, 2,491 radio homes.
KPST, 250w, 1340kc

	SB	1M	5M	15M	30M	1 Hr
D	2.40	3.00	6.00	12.00	18.00	30.00
N	4.00	6.00	10.00	20.00	30.00	50.00

REXBURG, Madison, 2,314 homes, 97.4% radio, 2,254 radio homes.
KRXK (FM), Chan. 229, 93.7mc, 1230kc

D		3.40	4.50	9.25	9.25	23.00
N		4.50	5.75	11.50	13.75	28.75

SANDPOINT, Bonner, 5,424 homes, 95.5% radio, 5,180 radio homes.
KSPT, 250w, 1400kc, KBS, Walter Biddick

D	2.75	4.15	5.50	11.05	16.55	27.60
N	4.15	6.20	8.30	16.55	24.85	41.40

TWIN FALLS, Twin Falls, 12,350 homes, 97.9% radio, 12,091 radio homes.

3 AM affiliates, average 1-time rate

D	5.30	6.67	9.07	17.87	28.20	47.00
N	7.17	8.67	12.85	24.67	39.55	65.92

KLIX, 1kw, 1310kc, ABC, Hollingbery, Conlan

D	4.50	5.00	7.20	12.60	21.60	36.00
N	6.50	7.00	8.55	15.00	25.65	42.75

KTFI, 5kw-D, 1kw-N, 1270kc, NBC, Weed, Conlan

D	6.40	8.00	12.00	24.00	36.00	60.00
N	9.00	11.00	16.00	32.00	48.00	80.00

KTFI-FM, Chan. 259, 99.3mc, 3kw, Weed, Bonus
KVMV, 250w, 1450kc, MBS, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.00	8.00	17.00	27.00	45.00
N	6.00	8.00	14.00	27.00	45.00	75.00

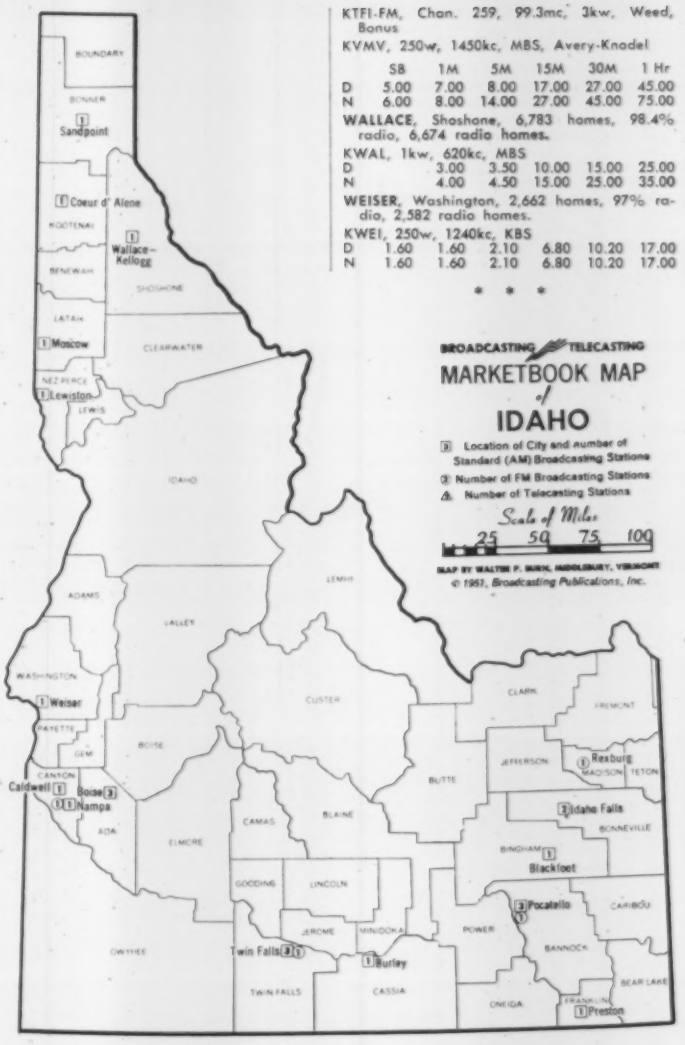
WALLACE, Shoshone, 6,783 homes, 98.4% radio, 6,674 radio homes.
KWAL, 1kw, 620kc, MBS

D		3.00	3.50	10.00	15.00	25.00
N		4.00	4.50	15.00	25.00	35.00

WEISER, Washington, 2,662 homes, 97% radio, 2,582 radio homes.
KWEI, 250w, 1240kc, KBS

D	1.60	1.60	2.10	6.80	10.20	17.00
N	1.60	1.60	2.10	6.80	10.20	17.00

* * *



MARKET INDICATORS FOR IDAHO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	588,637	'50	524,873	'40
% of U. S.	.4%	'50	.4%	'40
Homes	175,950	'50	137,521	'40
Percent Radio	97.3%	'50	86.4%	'40
Radio Homes	171,199	'50	118,824	'40
Retail Sales	$ 625,648,000	'50	581,976,000	'48
Retail Trade Employes	26,051	'48	17,499	'39
Wholesale Sales Volume	$ 422,058,000	'48	105,500,000	'39
Wholesale Trade Employes	8,862	'48	5,821	'39
Manufacturing Employment (Mid-March)			17,734	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 11,077,000	'47
Income	$ 707,000,000	'49	232,000,000	'40
Percent distribution	.36%	'49	.31%	'40
Per Capita Income	$ 1,221	'49	440	'40
Percent of national per capita income	92%	'49	77%	'40
New Construction (Private)	$ 43,700,000	'47	13,600,000	'39
Residential	$ 14,800,000	'47	4,900,000	'39
Non-Residential	$ 11,700,000	'48	1,200,000	'39
Automobile Registration	272,362	'50	221,983	'48
Telephones	140,500	'50	83,200	'45

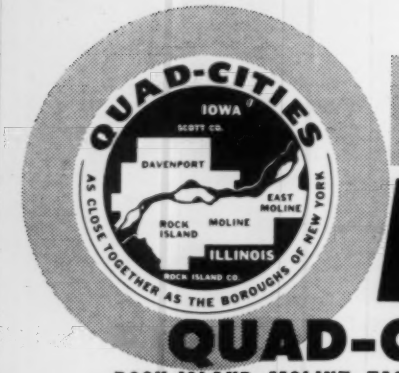
Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

IDAHO RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Ada	70,330	50,401	21,501	21,028	97.8	12,535	88,151	13,430*	14,455	9,070
Adams	3,320	3,407	1,112	1,072	96.4	685	2,254	1,839*	277	160
Bannock	41,108	34,759	11,456	11,204	97.8	7,844	45,103	11,829*	6,499	3,634
Bear Lake	6,825	7,911	2,006	1,976	98.5	1,804	6,875	3,331*	354	158
Benewah	6,120	7,332	2,280	2,216	97.2	1,693	5,289	2,703*	716	346
Bingham	23,233	21,044	5,832	5,698	97.7	4,206	18,735	18,697*	1,303	614
Blaine	5,333	5,295	1,837	1,797	97.8	1,166	6,226	2,905*	581	390
Boise	1,758	2,333	668	637	95.4	510	1,028	613*	243	131
Bonner	14,823	15,667	5,424	5,180	95.5	3,408	12,374	2,262*	1,789	992
Bonnerville	29,796	25,697	8,283	8,043	97.1	5,487	45,429	16,666*	4,369	2,368
Boundary	5,852	5,987	1,826	1,769	96.9	1,331	5,978	2,127*	464	229
Butte	2,707	1,877	785	770	98.1	161	1,654	2,077*	91	39
Camas	1,075	1,360	357	346	96.8	325	851	2,213*	64	28
Canyon	52,846	40,987	15,457	15,040	97.3	9,578	54,948	27,896*	6,147	3,343
Caribou	5,574	2,284	1,566	1,538	98.2	544	5,953	2,708*	236	155
Cassia	14,402	14,430	4,143	4,019	97.0	2,898	17,167	11,718*	1,981	1,018
Clark	914	1,005	339	328	96.7	230	700	1,175*	71	30
Clearwater	8,143	8,243	2,357	2,284	96.9	1,728	5,780	1,116*	925	537
Custer	3,289	3,549	1,070	1,035	96.7	746	2,509	1,996*	163	81
Elmore	6,663	5,518	2,591	2,389	92.2	1,219	6,401	3,813*	540	406
Franklin	9,749	10,229	2,524	2,491	98.7	2,165	8,904	6,862*	725	318
Fremont	9,318	10,304	2,803	2,719	97.0	2,039	8,557	10,454*	493	274
Gem	8,742	9,544	2,635	2,551	96.8	2,120	7,273	6,652*	800	459
Gooding	10,995	9,257	3,138	3,053	97.3	1,967	12,261	8,491*	834	395
Idaho	11,400	12,691	3,561	3,454	97.0	2,697	10,209	11,727*	1,024	503
Jefferson	10,509	10,762	2,594	2,540	97.9	2,153	6,935	9,302*	426	230
Jerome	12,085	9,990	3,365	3,271	97.2	2,053	12,326	12,981*	905	491
Kootenai	24,891	22,283	9,415	9,123	96.9	5,683	22,850	3,914*	2,610	1,509
Latah	20,905	18,804	5,793	5,689	98.2	4,695	18,059	11,434*	3,649	2,283
Lemhi	6,285	6,521	2,089	1,997	95.6	1,349	5,728	3,400*	415	221
Lewis	4,212	4,666	1,299	1,268	97.6	1,142	3,999	6,804*	577	383
Lincoln	4,239	4,230	1,147	1,118	97.5	882	3,124	3,837*	192	80
Madison	9,100	9,186	2,314	2,254	97.4	1,813	10,252	8,221*	703	330
Minidoka	9,761	9,870	2,678	2,611	97.5	2,174	8,296	8,758*	641	374
Nez Perce	22,553	18,873	6,961	6,738	96.8	4,751	36,324	10,940*	5,094	3,139
Oneida	4,380	5,417	1,426	1,403	98.4	1,143	4,195	6,253*	306	131
Owyhee	6,280	5,652	1,985	1,886	95.0	1,006	4,348	7,148*	246	96
Payette	11,943	9,511	3,678	3,571	97.1	2,230	9,791	6,603*	1,068	499
Power	3,976	3,965	1,205	1,171	97.2	839	4,269	5,894*	215	101
Shoshone	22,774	21,230	6,783	6,674	98.4	5,382	22,811	414*	7,426	6,056
Teton	3,185	3,601	850	829	97.5	655	2,278	3,661*	73	34
Twin Falls	40,905	36,403	12,350	12,091	97.9	8,672	54,422	34,588*	6,167	3,445
Valley	4,245	4,035	1,804	1,748	96.9	907	4,958	1,805*	691	467
Washington	8,549	4,035	2,662	2,582	97.0	1,988	12,074	5,744*	889	397
Yellow Stone Nat'l. Park										

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.



One

UNIFIED MARKET

QUAD-CITIES

ROCK ISLAND, MOLINE, EAST MOLINE, ILLINOIS

DAVENPORT, IOWA

HOME OF:

233,012 People

Rock Island Arsenal

Over 300 Industrial Firms

Quad-Cities' designation as a Critical Defense Area again proves the importance of this market in turning out the vital materials for our national defense.

The Quad-City market is steady . . . well balanced with many diversified industries. Industrial payrolls are large . . . wage-earners have ready money to spend . . . and they're eager to buy. Sales Management Survey of Buying Power estimates a total effective buying income of $402,783,000 and a per family average of $5,495. Here is a **volume** market that offers you **volume** sales . . . through WHBF.

WHBF carries the highest Hooper ratings—greatest B M B audience—offers complete AM-FM-TV service. Let us give you more information in regard to WHBF's selling power in this big, unified market. We invite your inquiry.

WHBF

AM FM TV

Rock Island, Illinois

Les Johnson, General Manager

Maurice Corken, Sales Manager

National Representative—Avery Knodel, Inc.

ILLINOIS

SPOT RATE FINDER

ALTON, Madison, 53,865 homes, 96.6% radio, 52,034 radio homes.
WOKZ, 1kw-D, 1570kc, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	15.00	30.00	45.00	75.00

WOKZ-FM, Chan. 260, 99.9mc, 9.1kw, McGillvra

AURORA, Kane, 42,481 homes, 98.0% radio, 41,631 radio homes.
WMRO, 250w-D, 1280kc

D		5.18	5.75	10.35	20.70	34.50

BELLEVILLE, Saint Clair, 58,661 homes, 96.1% radio, 56,373 radio homes.
WBND, 1kw, 1260kc
(CP)
(No rates available)
WIBV, 250w-D, 1060kc, Holman, Conlan, BMB

D		6.00	7.50	15.00	30.00	45.00	75.00

BLOOMINGTON, McLean, 23,111 homes, 97.9% radio, 22,623 radio homes.
WJBC, 250w, 1230kc, ABC, Pearson

D	5.00	5.00	9.00	18.00	30.00	50.00
N	6.50	6.50	14.00	27.00	42.00	70.00

WJBC-FM, Chan. 268, 101.5mc, 15.3kw
(FM rates 20% of AM rates)
BLUE ISLAND, Cook, 1,320,446 homes, 98.3% radio, 1,297,998 radio homes.
WRBI (FM), Chan. 232, 94.3mc, 1kw
(CP)
(No rates available)
CAIRO, Alexander, 6,494 homes, 86.2% radio, 5,598 radio homes.
WKRO, 250w, 1490kc, MBS, Pearson

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

	SB	1M	5M	15M	30M	1 Hr
D		6.00	12.00	24.00	36.00	60.00
N		6.00	12.00	24.00	36.00	60.00

CANTON, Fulton, 14,256 homes, 96.5% radio, 13,757 radio homes.
WBYS, 250w-D, 1560kc

D	5.50	5.50	11.00	21.50	33.00	55.00
N	6.00	6.00	14.00	28.00	42.00	70.00

WBYS-FM, Chan. 265, 100.9mc, 650kw, Bonus days only

N	2.00	3.50	7.00	14.00	26.00	35.00

CARBONDALE, Jackson, 11,455 homes, 93.4% radio, 10,699 radio homes.
WCIL, 1kw, 1020kc, Conlan, BMB

D	5.00	9.00	12.00	24.00	36.00	60.00
N	6.00	11.00	15.00	30.00	45.00	75.00

CARMI, White, 6,659 homes, 94.0% radio, 6,259 radio homes.
WROY, 1kw-D, 1460kc, Sears & Ayer, Conlan

D	3.75	5.55	11.25	19.50	29.25	52.50

WROY-FM, Chan. 247, 97.3mc, 10.7kw, Bonus daytime only

N	2.25	2.75	5.75	9.50	13.25	25.50

CARTHAGE, Hancock, 8,531 homes, 95.4% radio, 8,139 radio homes.
WCAZ, 1kw-D, 990kc, Holman

D		7.00	20.00	36.00	50.00	80.00

CENTRALIA, Marion, 13,651 homes, 93.9% radio, 12,818 radio homes.
WCNT, 1kw-D, 1210kc

D	3.60	6.00	10.00	20.00	30.00	50.00

WCNT-FM, Chan. 243, 96.5mc, 3kw, Bonus
CHAMPAIGN, Champaign, 27,114 homes, 98.1% radio, 26,599 radio homes.
WDWS, 250w, 1400kc, CBS, Conlan

D	4.00	5.50	9.00	18.00	30.00	50.00
N	5.00	6.50	13.00	26.00	45.00	75.00

WDWS-FM, Chan. 248, 97.5mc, 10kw, Bonus

(Continued on page 48)

THE CHICAGO WHITE SOX STATION

WJJD

Chicago's BEST

50,000 *Watt* BUY

A MARSHALL FIELD STATION
REPRESENTED
NATIONALLY BY
AVERY-KNODEL

ILLINOIS

SPOT RATE FINDER

(Continued from page 46)

CHICAGO, Cook, 1,320,446 homes, 98.3% radio, 1,297,998 radio homes.

5 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	63.10	88.00	123.75	198.00	303.60	506.00
N	119.00	150.00	230.00	367.20	564.00	942.00

10 AM non-affiliates, average 1-time rate

D	16.80	18.25	37.22	61.39	100.33	167.00
N	26.75	25.79	50.03	81.50	133.00	221.62

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WAAF, 1kw-D, 950kc, Pearson, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	10.50	15.00	30.00	55.00	90.00	150.00

WAAF-FM, Chan. 230, 93.9mc, 28kw, Bonus

WAIT, 5kw-D, 820kc, Oakes, Radio Representatives

D	12.00	20.00	45.00	72.00	120.00	200.00
N	12.00	20.00	60.00	87.00	144.00	240.00

WBBM, 50kw, 780kc, CBS, Radio Sales

D	87.50	110.00	99.00	198.00	330.00	550.00
N	175.00			396.00	660.00	1,100.00

WBBM-FM, Chan. 246, 97.1mc, 13kw
(No data available)

WBIK (FM), Chan. 242, 96.3mc, 19.1kw
(No commercial programs)

WBKB (TV), Chan. 4, 12.7kw-aur.; 25.4kw-vis.; CBS, Weed

D				165.00	220.00	330.00	550.00
N				330.00	440.00	660.00	1100.00

WCBD, 5kw, 820kc

D				60.00	87.00	144.00	240.00
N				60.00	87.00	144.00	240.00

WCFL, 50kw, 1000kc, Bolling, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	13.50	20.00	44.00	67.50	100.00	175.00
N	20.00	30.00	75.00	115.00	175.00	300.00

WCRW, 100w, 1240kc, ST

D					40.00	55.00	95.00
N					40.00	55.00	95.00

(13 time rate)

WEDC, 250w, 1240kc, ST

D		10.00	12.00	24.00	36.00	60.00
N		14.00	17.00	34.00	51.00	85.00

WEFM (FM), Chan. 258, 99.5mc, 30kw
(Does not sell time)

WENR, 50kw, 890kc, ABC, ABC Spot Sales

D	54.00	90.00	144.00	216.00	324.00	540.00
N	90.00	150.00	240.00	360.00	540.00	900.00

(Shares time with WLS)

WENR-FM, Chan. 234, 94.7mc, 25kw, Bonus

WENR-TV, Chan. 7, 14kw-aur.; 25kw-vis.; ABC, ABC Spot Sales

D	125.00	125.00	162.50	260.00	390.00	650.00
N	250.00	250.00	325.00	520.00	780.00	1300.00

WFJL, Chan. 226, 93.1mc, 29kw
(Does not sell time)

WFMT (FM), Chan. 290, 105.9mc, 9kw
(No rates available)

WGES, 5kw, 1390kc

D		16.00	32.50	54.00	90.00	150.00
N		18.00	43.00	72.00	120.00	200.00

WGN, 50kw, 720kc, MBS, Keenan & Eickleberg, Nielsen

D	45.00	75.00		180.00	270.00	450.00
N	90.00	150.00		360.00	540.00	900.00

WGNB (FM), Chan. 254, 98.7mc, 36kw, Bonus

WGN-TV, Chan. 9, 7.3kw-aur.; 11.2kw-vis., DuMont, Videodex

D	85.00	85.00	125.00	200.00	300.00	500.00
N	200.00	200.00	250.00	400.00	600.00	1000.00

WIND, 5kw, 560kc, Katz, Pulse

D	18.00	25.00	43.00	72.00	120.00	200.00
N	25.00	35.00	54.00	90.00	150.00	250.00

WJJD, 50kw, 1160kc, Avery-Knodel

D	30.00	30.00	52.00	85.00	143.00	228.00
N	50.00	50.00	72.00	124.00	208.00	338.00

WFMF (FM), Chan. 262, 100.3mc, 33kw

D	10.00	10.00		20.00	30.00	50.00
N	15.00	15.00		30.00	40.00	75.00

WLS, 50kw, 890kc, ABC, Blair, BMB

D	54.00	90.00	162.00	216.00	324.00	540.00
N	90.00	150.00	270.00	360.00	540.00	900.00

(Shares time with WENR)

WMAQ, 50kw, 670kc, NBC, NBC Spot Sales, Pulse

D	75.00	75.00	90.00	180.00	270.00	450.00
N	150.00	150.00	180.00	360.00	540.00	900.00

WMAQ-FM, Chan. 266, 101.1mc, 24kw, Bonus

WNBQ, Chan. 5, 11.8kw-aur.; 21.8kw-vis.; NBC, NBC Spot Sales

D	125.00	125.00	150.00	240.00	360.00	600.00
N	260.00	260.00	325.00	520.00	780.00	1300.00

WMOR (FM), Chan. 274, 102.7mc, 40kw

D	5.35	7.15	10.75	21.50	32.00	54.00
N	8.00	10.65	16.00	32.00	48.00	80.00

WSBC, 250w, 1240kc, ST, Forjoe, Pulse

D		10.00	16.50	36.00	60.00	100.00
N		13.50	19.25	43.50	72.00	120.00

WXRT (FM), Chan. 270, 101.9mc, 25kw

D	8.50		14.00	31.00	51.00	85.00
N	10.00		16.50	36.00	60.00	100.00

CHICAGO HEIGHTS, Cook, 1,320,446 homes, 98.3% radio, 1,297,998 radio homes.

WCHI (FM), Chan. 240, 95.9mc, 255kw

D	2.20	3.00	5.00	12.00	20.00	30.00
N	2.20	3.00	5.00	12.00	20.00	30.00

CICERO, Cook, 1,320,446 homes, 98.3% radio, 1,297,998 radio homes.

WHFC, 250w, 1450kc

D		8.00	15.00	25.00	43.75	75.00
N		10.00	21.00	37.50	62.50	100.00

WEHS (FM), Chan. 250, 97.9mc, 16kw
(No data available)

CLINTON, DeWitt, 5,577 homes 96.8% radio, 5,399 radio homes.

WHOW, 1kw-D, 1520kc, Holman

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.50	9.00	18.00	33.00	55.00

DANVILLE, Vermillion, 26,190 homes, 96.3% radio, 25,221 radio homes.

WDAN, 250w, 1490kc, CBS, McKinney, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	15.00	30.00	45.00	75.00

WDZ, 1kw-D, 1050kc, Free & Peters, BMB

D	5.00	6.50	10.00	20.00	30.00	50.00

DECATUR, Macon, 30,357 homes, 97.8% radio, 29,689 radio homes.

WSOY, 250w, 1340kc, CBS, Weed, Conlan, Hooper, BMB

D	5.00	6.50	10.00	20.00	30.00	50.00
N	9.00	11.00	13.00	26.00	45.00	75.00

WSOY-FM, Chan. 271, 102.1mc, 32kw, Weed, Bonus

DE KALB, De Kalb, 11,844 homes, 98.3% radio, 11,643 radio homes.

WLBK, 500w-D, 1360kc, Ra-Tel

D	4.00	5.54	9.65	19.34	33.16	55.20

EAST SAINT LOUIS, Saint Clair, 58,661 homes, 96.1% radio, 56,373 radio homes.

WTMV, 250w, 1490kc, Sears & Ayer

D	9.00	14.00	10.80	21.60	32.40	54.00
N	9.00	14.00	18.00	36.00	54.00	90.00

WTMV-FM, Chan. 273, 102.5mc, 33.2kw, Bonus

EFFINGHAM, Effingham, 6,344 homes, 95.3% radio, 6,046 radio homes.

WCRA, 250w-D, 1090kc

D	3.00	3.85	7.66	16.00	25.70	45.00

ELGIN, Kane, 42,481 homes, 98.0% radio, 41,631 radio homes.

WRMN, 500w-D, 1410kc, McGillvra

D	7.00	8.00	15.00	30.00	45.00	75.00

ELMWOOD PARK, Cook, 1,320,446 homes, 98.3% radio, 1,297,998 radio homes.

WLEY (FM), Chan. 296, 107.1mc, 1kw

D	1.00	2.50	4.50	12.50	20.00	35.00
N	1.00	3.00	6.00	15.00	25.00	40.00

EVANSTON, Cook, 1,320,446 homes, 98.3% radio, 1,297,998 radio homes.

WEAW (FM), Chan. 286, 105.1mc, 36kw, Consumers Aid, (Storebroadcasting) Pulse

D	4.00	6.00	8.00	18.00	24.00	40.00
N	6.00	9.00	12.00	24.00	36.00	60.00

WNMP, 1kw-D, 1590kc, Hooper

D	10.00	12.50	15.00	22.50	45.00	75.00
N	10.00	12.50	15.00	22.50	45.00	75.00

FREEPORT, Stephenson, 12,657 homes, 97.6% radio, 12,353 radio homes.

WFJS (FM), Chan. 273, 102.5mc, 9kw

D	1.50	3.00	4.56	9.30	18.36	30.00
N	2.50	4.50	6.74	13.80	25.50	42.50

WFRL, 1kw-D, 1570kc, Sears & Ayer, Conlan, BMB

D		5.90	9.00	19.00	33.00	55.00

GALESBURG, Knox, 17,037 homes, 97.0% radio, 16,526 radio homes.

WGIL, 250w, 1400kc, Rambeau

D	8.25	8.25	15.00	30.00	45.00	75.00
N	8.25	8.25	15.00	30.00	45.00	75.00

HARRISBURG, Saline, 10,805 homes, 94.1% radio, 10,168 radio homes.

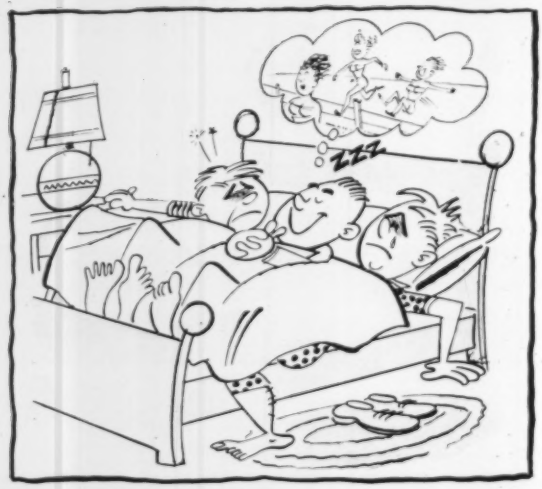
WEBQ, 250w, 1240kc

D	4.00	5.00	10.00	20.00	35.00	60.00
N	4.00	5.00	10.00	20.00	35.00	60.00

WEBQ-FM, Chan. 260, 99.9mc, 4.2kw

D	2.75	3.50	6.75	13.50	23.50	40.00
N	2.75	3.50	6.75	13.50	23.50	40.00

It Pays To Be The Middleman



Covering Illinois Second Largest Market

. . . ONE broadcast order delivers 25 counties in a non-TV area that is WMAY-conscious from sign-on to sign-off:

BOND	FAYETTE	MACON	MENARD	SANGAMON
BROWN	FULTON	MACOUPIN	MONTGOMERY	SCHUYLER
CASS	GREENE	MADISON	MORGAN	SCOTT
CHRISTIAN	JERSEY	MASON	MOULTRIE	SHELBY
EFFINGHAM	LOGAN	McLEAN	PIKE	TAZEWELL

900 Thousand People Who Spend 900 Million Dollars Annually . . . all on ONE ORDER

ONE STATION

Sitting Pretty Between Chicago and St. Louis

WMAY Springfield, Illinois

1000 Watts, Day
500 Watts, Night
970 KILOCYCLES

REPRESENTED NATIONALLY BY JOHN E. PEARSON CO.

WROK

IN ROCKFORD, ILLINOIS*

more advertisers
ARE REACHING MORE LISTENERS
per advertising dollar
THAN EVER BEFORE

ABC

WROK-FM

*A $675 Milllion (NON-TV) Market

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

HERRIN, Williamson, 15,795 homes, 94.4% radio, 14,910 radio homes.

WJPF, 250w, 1340kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	10.00	20.00	35.00	60.00
N	6.00	7.50	10.00	20.00	35.00	60.00

JACKSONVILLE, Morgan, 9,749 homes, 95.8% radio, 9,340 radio homes.

WLDS, 1kw-D, 1180kc, Holman

D	5.00	6.00	10.00	20.00	30.00	50.00

WLDS-FM, Chan. 263, 100.5mc, 7kw, Holman, Bonus

JOLIET, Will, 37,847 homes, 98.2% radio, 37,166 radio homes.

WJOL, 250w, 1340kc, McGillvra, Conlan

D	5.40	5.40	9.70	21.60	36.00	60.00
N	5.40	5.40	9.70	21.60	36.00	60.00

KANKAKEE, Kankakee, 18,660 homes, 98.2% radio, 18,324 radio homes.

WKAN, 1kw-D, 1320kc, Holman

D	3.00	6.00	9.00	20.00	38.00	70.00

LA GRANGE, Cook, 1,320,446 homes, 98.3% radio, 1,297,998 radio homes.

2 AM non-affiliates, average 1-time rate

D	4.00	5.75	10.40	20.80	33.00	55.00

WTAQ, 500w, 1300kc

D	3.00	5.00	10.00	20.00	30.00	50.00
N	3.00	5.00	10.00	20.00	30.00	50.00

WLPO, 250w-D, 1220kc

D	5.00	6.50	10.80	21.60	36.00	60.00

LA SALLE, La Salle, 29,598 homes, 97.8% radio, 28,947 radio homes.

WLPO, 250w-D, 1220kc

D	5.00	6.50	10.80	21.60	36.00	60.00

LINCOLN, Logan, 8,011 homes, 97.2% radio, 7,787 radio homes.

WPRC, 500w, 1370kc

D	4.00	5.00	8.00	15.00	25.00	40.00
N	5.00	5.50	12.00	20.00	30.00	50.00

LITCHFIELD, Montgomery, 10,696 homes, 95.3% radio, 10,193 radio homes.

WSMI, 1kw-D, 1540kc

D	4.00	5.00	7.50	15.00	25.00	40.00

MACOMB, McDonough, 8,909 homes, 96.4% radio, 8,588 radio homes.

WKAI, 250w-D, 1510kc, LBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.50	6.50	13.00	26.00	39.00	65.00

MARION, Williamson, 15,795 homes, 94.4% radio, 14,910 radio homes.

WGGH, 500w-D, 1150kc, Sears & Ayer

D		5.00	8.50	15.00	25.00	45.00

MATTOON, Coles, 12,870 homes, 96.3% radio, 12,394 radio homes.

WLBH, 250w-D, 1170kc, Holman, Conlan

D	4.00	6.50	9.00	18.00	33.00	55.00

WLBH-FM, Chan. 245, 96.9mc, 23kw, Holman

D	2.00	3.00	4.00	7.50	13.00	22.00
N	2.00	3.00	4.00	7.50	13.00	20.00

METROPOLIS, Massac, 4,502 homes, 91.2% radio, 4,106 radio homes.

WMOK, 500w-D, 920kc, LBS

D	3.25	4.00	9.00	18.00	30.00	55.00

MOLINE, Rock Island, 39,192 homes, 98.2% radio, 38,487 radio homes.

WQUA, 250w, 1230kc, CBS

D	9.00	12.00	18.00	25.00	45.00	75.00
N	15.00	20.00	30.00	40.00	75.00	125.00

MOUNT CARMEL, Wabash, 4,611 homes, 95.2% radio, 4,390 radio homes.

WVMC, 500w-D, 1360kc

D	1.00	3.00	6.00	12.00	18.00	30.00

MOUNT VERNON, Jefferson, 11,730 homes, 94.1% radio, 11,038 radio homes.

WMIX, 1kw-D, 940kc, LBS, Pearson, Conlan

D		6.00	10.00	19.00	30.00	50.00

WMIX-FM, Chan. 231, 94.1mc, 15.2kw, Pearson, Bonus daytime only

N		1.75	3.50	7.00	10.50	17.50

OAK PARK, Cook, 1,320,446 homes, 98.3% radio, 1,297,998 radio homes.

WOPA, 250w, 1490kc, LBS

D	6.00	10.00	18.00	30.00	50.00	85.00
N	6.00	10.00	18.00	30.00	50.00	85.00

WOPA-FM, Chan. 272, 102.3mc, 1kw, Bonus

OLNEY, Richland, 5,600 homes, 94.7% radio, 5,303 radio homes.

WVLN, 250-D, 740kc, Holman

D	3.00	5.00	8.00	15.00	27.00	45.00

OTTAWA, Lasalle, 29,598 homes, 97.8% radio, 28,947 radio homes

WCMY, 500w-D, 1430kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	10.00	25.00	42.00	70.00

PEKIN, Tazewell, 23,070 homes, 97.8% radio, 22,562 radio homes.

WSIV, 1kw-D, 1140kc, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00

PEORIA, 51,638 homes, 97.6% radio, 50,399 radio homes.

4 AM affiliates, average 1-time rate

D	9.33	9.31	13.31	26.62	44.38	73.88
N	16.67	17.12	26.62	53.50	88.50	147.50

WEEK, 1kw, 1350kc, NBC, Headley-Reed, Hooper

D	9.00	9.00	13.50	27.00	45.00	75.00
N	16.00	16.00	27.00	54.00	90.00	150.00

WIRL, 5kw, 1290kc, ABC, Avery-Knodel, Hooper, BMB

D	9.00	9.00	12.50	25.00	42.00	70.00
N	14.00	14.00	25.00	50.00	84.00	140.00

WMBD, 5kw, 1470kc, CBS, Free & Peters, Hooper, BMB

D	10.00	13.00	16.00	32.00	53.00	88.00
N	20.00	26.00	32.00	65.00	105.00	175.00

WPEO, 1kw-D, 1020kc, Pearson

D		7.50	15.00	23.75	45.00	75.00

WWXL, 1kw, 1590kc, Burn-Smith, LBS

D		6.25	11.25	22.50	37.50	62.50
N		12.50	22.50	45.00	75.00	125.00

QUINCY, Adams, 20,110 homes, 95.0% radio, 19,105 radio homes.

2 AM affiliates, average 1-time rate

D	10.00	10.00	16.25	31.25	48.00	80.00
N	12.50	12.50	25.00	50.00	75.00	125.00

WGEM, 1kw, 1440kc, ABC, Walker

D	8.00	8.00	12.50	22.50	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WQDI (FM), Chan. 286, 105.1mc, 10kw, Walker, Bonus

(Continued on page 50)

FOR A REAL SELLING JOB... TAKE A

WIRL

WITH US IN PEORIA

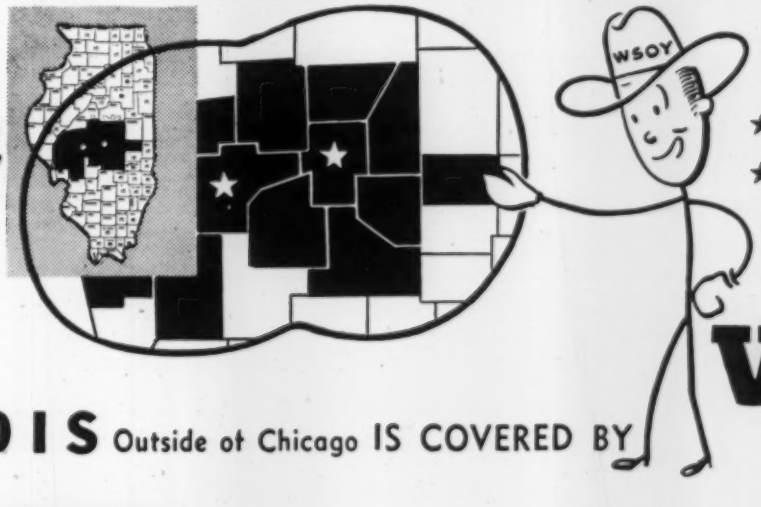
5000 WATTS

ABC-MUTUAL

1290 KC

Avery-Knodel

THE *Largest* MARKET — IN — ILLINOIS Outside of Chicago IS COVERED BY



★ 733,900 POPULATION
★ 261,850 FAMILIES

WTAX and WSOY

WTAX
AM and FM
CBS Affiliate
Springfield, Ill.

WSOY
AM and FM
CBS Affiliate
Decatur, Ill.

When you buy WTAX and WSOY you buy intensive family coverage of 20 counties surrounding Springfield—Decatur.

Huge State Payrolls
Large Industries
Small Industries
Tremendous Farm Market

66,671 industrial workers earn a total of $179,602,000 each year.

$457,403,000 net farm income annually.

$9,016 income per farm family—OVER TWICE the National Average.

PLUS BUYING POWER

$782,738,000 total annual retail sales. This major market is YOURS AT APPROXIMATELY ONE-HALF the cost of any other major market in the U. S. Buy WTAX and WSOY and let them sell rich Central Illinois for you.

ILLINOIS

SPOT RATE FINDER

(Continued from page 49)

QUINCY—(Contd.)

WTAD, 1kw, 930kc, CBS, Weed

	SB	1M	5M	15M	30M	1 Hr
D	12.00	12.00	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WTAD-FM, Chan. 258, 99.5mc, 53kw, Weed, Bonus

ROCKFORD, Winnebago, 45,305 homes, 98.8% radio, 44,761 radio homes.

WROK, 1kw-D, 500w-N, 1440kc, ABC, H-R Reps., Conlan

D	10.00	10.00	17.00	35.00	55.00	80.00
N	12.00	12.00	22.00	50.00	60.00	120.00

WROK-FM, Chan. 248, 97.5mc, 17kw, Bonus

ROCK ISLAND, Rock Island, 39,192 homes, 98.2% radio, 38,487 radio homes.

WHBF, 5kw, 1270kc, ABC, Avery-Knodel

D	12.50	15.00	20.00	40.00	60.00	100.00
N	19.50	20.00	40.00	80.00	120.00	200.00

WHBF-FM, Chan. 255, 98.9mc, 37kw, Avery-Knodel, Bonus

WHBF-TV, Chan. 4, 11kw-aur., 5.5w-vis., ABC, CBS, DuMont, Avery-Knodel

D	20.00	35.00	47.00	75.00	112.50	187.50
N	30.00	50.00	62.50	100.00	150.00	250.00

SPRINGFIELD, Sangamon, 40,477 homes, 97.3% radio, 39,384 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	15.50	32.00	48.00	80.00

WCVS, 250w, 1450kc, ABC, Sears & Ayer, Hooper

D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	15.00	32.00	48.00	80.00

WCVS-FM, Chan. 275, 102.9mc, 25kw, Sears & Ayer, Bonus

WMAY, 1kw-D, 500w-N, 970kc, Pearson

D	8.00	8.00	15.00	30.00	45.00	70.00
N	12.00	12.00	20.00	40.00	65.00	100.00

WTAX, 250w, 1240kc, CBS, Weed, Conlan, Hooper, BMB

D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

WTAX-FM, Chan. 279, 103.7mc, 6.7kw, Weed, Bonus

ST. CHARLES, Kane, 42,481 homes, 98.0% radio, 41,631 radio homes.

WEXI (FM), Chan. 292, 106.3mc, 0.25kw

D	1.25	1.50	2.50	5.00	7.50	12.50
N	2.50	3.00	5.00	10.00	15.00	25.00

STERLING, Whiteside, 14,803 homes, 97.5% radio, 14,443 radio homes.

WSDR, 100w, 1240kc

D		8.00	10.00	20.00	35.00	60.00
N		8.00	10.00	20.00	35.00	60.00

URBANA, Champaign, 27,114 homes, 98.1% radio, 26,599 radio homes.

WKID, 250w-D, 1580kc

D		8.00	11.00	22.00	33.00	55.00

WKID-FM, Chan. 277, 103.3mc, 2.4kw, Bonus

WAUKEGAN, Lake, 53,149 homes, 98.7% radio, 52,458 radio homes.

WKRS, 1kw-D, 1220kc, McGillvra, Conlan

D	5.00	5.00	9.00	17.00	35.00	65.00

WKRS-FM, Chan. 294, 106.7mc, 12kw, Bonus when AM Station on air.

N	7.00	7.00	11.00	20.00	45.00	75.00

MARKET INDICATORS FOR ILLINOIS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	8,712,176	'50	7,897,241	'40
% of U. S.	5.8%	'50	6%	'40
Homes	2,588,187	'50	2,139,025	'40
Percent Radio	97.5%	'50	92.3%	'40
Radio Homes	2,523,482	'50	1,974,604	'40
Retail Sales	$ 9,100,855,000	'50	8,778,978,000	'48
Retail Trade Employes	438,841	'48	353,486	'39
Wholesale Sales Volume	$18,002,904,000	'48	4,998,800,000	'39
Wholesale Trade Employes	180,055	'48	125,848	'39
Manufacturing Employment (Mid-March)			1,235,310	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 863,038,000	'47
Income	$14,107,000,000	'49	5,740,000,000	'40
Percent distribution	7.14%	'49	7.57%	'40
Per Capita Income	$ 1,618	'49	726	'40
Percent of national per capita income	122%	'49	126%	'40
New Construction (Private)	$ 1,267,900,000	'50	224,800,000	'39
Residential	$ 763,500,000	'50	102,300,000	'39
Non-Residential	$ 252,500,000	'50	48,300,000	'39
Automobile Registration	2,650,968	'50	2,222,953	'48
Telephones	3,039,600	'50	2,171,600	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

WEST FRANKFORD, Franklin, 16,145 homes, 93.8% radio, 15,144 radio homes.

WFRX, 1kw-D, 1300kc

	SB	1M	5M	15M	30M	1 Hr
D		4.00	8.00	15.00	30.00	50.00

WOODSTOCK, McHenry, 18,846 homes, 98.6% radio, 18,582 radio homes.

WILA (FM), Chan. 221, 92.1mc, 1kw, Commental

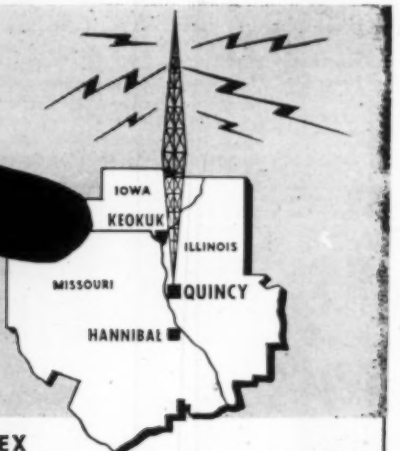
	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.50	7.50	15.00	22.00	36.00
N	5.75	7.50	12.00	24.00	36.00	60.00

HOOPER SHOWS

only ONE station

WTAD

DOMINATES THIS RICH MIDWESTERN MARKET



HOOPER RADIO AUDIENCE INDEX

CITY ZONE — Total Coincidental Calls This Period 15,786

CITY: Quincy—Keokuk—Hannibal
MONTHS: December, 1950—January, 1951

SHARE OF RADIO AUDIENCE

TIME	Radio Sets In Use	Stations											Homes Called
		WTAD (CBS)	A	B	C	D	E	F	G	H	I	Other AM & FM	
MON. THRU FRI. 8:00 A.M.—12:00 Noon	29.0	60.5	22.5	1.3	3.1	0.8	4.8	3.8	0.7	0.7	**	1.8	2,497
MON. THRU FRI. 12:00 Noon—6:00 P.M.	26.4	50.9	24.7	2.4	4.1*	0.8	3.9*	7.0	1.1	1.7	1.1	4.3	3,812
SUNDAY 12:00 Noon—6:00 P.M.	25.9	35.3	26.4	2.7	2.9*	0.3	21.3*	9.8	2.4	0.9	1.2	3.9	1,505
SUN. THRU SAT. EVE 6:00 P.M.—10:30 P.M.	35.6	65.0	13.2	0.9		1.5		7.4	2.4	2.5	2.2	4.9	7,972

* Adjusted to compensate for the fact that Radio Stations C and E sign off at 4:45 P.M. in December and at 5:00 P.M. in January.
** No listeners found in sample.

"Radio Sets In Use" is percentage of Total Homes listening to radio. Where listening to program over second radio set is reported, it is reflected in both the "Radio Sets In Use" and in individual station "Shares." "Share of Radio Audience" represents proportion of total radio audience listening to a particular station.

COPYRIGHT 1951, C. E. HOOPER, INC.

CELEBRATING ITS SILVER ANNIVERSARY YEAR OF SERVICE

GET YOUR SHARE OF THIS HUGE MARKET by investing your advertising dollars in WTAD, Quincy — the one and only station that dominates this area!

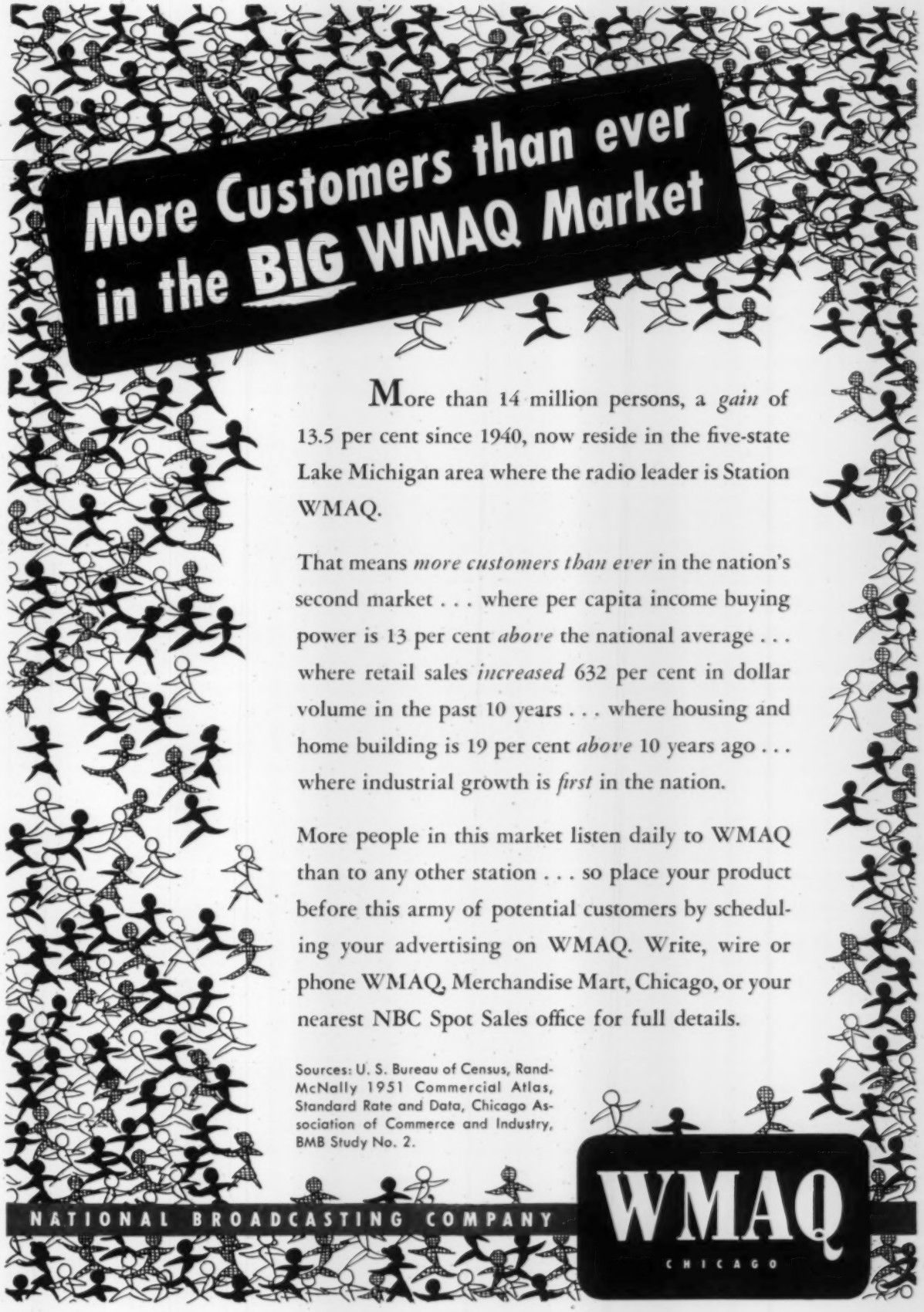
Lee STATIONS

WTAD QUINCY, ILLINOIS

930 KC . . . 1000 Watts . . . CBS affiliated with kglo, Mason City, Iowa

1300 KC . . . 5000 Watts . . . CBS

For availabilities write or call Walter Rothschild, Nat'l Sales Mgr., Lee Stations, Quincy, Illinois
Represented by Weed & Company


More Customers than ever
in the BIG WMAQ Market
More than 14 million persons, a *gain* of 13.5 per cent since 1940, now reside in the five-state Lake Michigan area where the radio leader is Station WMAQ.
That means *more customers than ever* in the nation's second market . . . where per capita income buying power is 13 per cent *above* the national average . . . where retail sales *increased* 632 per cent in dollar volume in the past 10 years . . . where housing and home building is 19 per cent *above* 10 years ago . . . where industrial growth is *first* in the nation.
More people in this market listen daily to WMAQ than to any other station . . . so place your product before this army of potential customers by scheduling your advertising on WMAQ. Write, wire or phone WMAQ, Merchandise Mart, Chicago, or your nearest NBC Spot Sales office for full details.
Sources: U. S. Bureau of Census, Rand-McNally 1951 Commercial Atlas, Standard Rate and Data, Chicago Association of Commerce and Industry, BMB Study No. 2.
NATIONAL BROADCASTING COMPANY
WMAQ
CHICAGO

ILLINOIS RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Adams	64,530	65,229	20,110	19,105	95.0	15,778	63,668	21,917*	15,282	8,236
Alexander	20,255	25,496	6,494	5,598	86.2	4,114	15,775	2,319*	3,851	1,731
Bond	14,130	14,540	4,579	4,281	93.5	3,148	11,388	7,311*	1,267	592
Boone	17,031	15,202	5,119	5,042	98.5	3,985	16,788	15,346*	3,241	2,249
Brown	7,117	8,053	2,410	2,265	94.0	1,800	6,664	6,208*	1,164	397
Bureau	37,601	37,600	11,617	11,338	97.6	9,737	33,772	37,620*	4,099	2,102
Calhoun	6,877	8,207	2,287	2,145	93.8	1,538	4,007	4,740*	321	129
Carroll	18,924	17,987	5,939	5,785	97.4	4,668	19,671	16,871*	1,416	656
Cass	15,044	16,425	4,874	4,635	95.1	3,823	14,027	10,985*	2,159	1,107
Champaign	105,859	70,578	27,114	26,599	98.1	17,686	101,645	44,301*	13,479	6,935
Christian	38,737	38,564	12,117	11,644	96.1	9,208	38,129	27,856*	6,847	4,903
Clark	17,238	18,842	5,911	5,592	94.6	4,176	14,280	10,546*	1,645	695
Clay	17,580	18,947	5,825	5,528	94.9	4,314	12,715	4,769*	2,180	822
Clinton	22,845	22,912	6,419	6,092	94.9	4,560	14,844	9,674*	2,553	1,261
Coles	40,551	38,470	12,870	12,394	96.3	9,707	43,965	18,995*	8,531	4,008
Cook	4,492,629	4,063,342	1,320,446	1,297,998	98.3	1,060,563	5,218,392	41,289*	1,754,624	1,306,588
Crawford	21,090	21,294	6,964	6,616	95.0	4,904	17,449	6,573*	2,939	1,650
Cumberland	10,479	11,698	3,439	3,291	95.7	2,627	4,819	7,228*	1,094	430
DeKalb	40,670	34,388	11,844	11,643	98.3	9,200	45,819	40,318*	8,538	5,462
DeWitt	16,842	18,244	5,577	5,399	96.8	4,550	17,122	15,629*	1,540	603
Douglas	16,686	17,590	5,382	5,215	96.9	4,337	15,605	18,735*	1,677	731
DuPage	153,885	103,480	43,102	42,757	99.2	26,091	113,808	12,030*	11,495	7,055
Edgar	23,676	24,430	7,691	7,383	96.0	6,184	22,050	27,418*	3,207	1,520
Edwards	9,033	8,974	3,014	2,839	94.2	2,042	7,118	3,982*	1,178	532
Effingham	21,618	22,034	6,344	6,046	95.3	4,677	24,305	7,694*	3,556	1,722
Fayette	24,545	29,159	7,606	7,188	94.5	5,902	18,349	9,982*	2,617	1,109
Ford	15,881	15,007	4,983	4,903	98.4	3,897	16,524	20,165*	1,820	924
Franklin	48,395	53,137	16,145	15,144	93.8	11,926	34,548	3,374*	11,059	9,004
Fulton	43,603	44,627	14,256	13,757	96.5	11,105	35,962	23,578*	7,250	5,314
Gallatin	9,784	11,414	3,122	2,900	92.9	2,171	6,437	4,952*	(2) 1,445	(2) 722
Greene	18,791	20,292	6,045	5,670	93.8	4,370	13,859	15,358*	1,473	527
Grundy	19,164	18,398	5,918	5,806	98.1	4,646	17,850	14,780*	2,984	1,988
Hamilton	12,217	13,454	4,101	3,793	92.5	2,604	5,876	3,362*	1,111	556
Hancock	25,734	26,297	8,531	8,139	95.4	6,493	19,209	27,270*	2,038	793
Hardin	7,497	7,759	1,996	1,850	92.7	1,348	3,303	1,064*	(2)	(2)
Henderson	8,398	8,949	2,851	2,726	95.6	2,095	5,571	12,972*	307	122
Henry	46,381	43,798	14,527	14,164	97.5	11,468	47,127	38,569*	8,091	4,543
Iroquois	32,275	32,496	9,988	9,738	97.5	8,091	30,573	44,873*	2,823	1,371
Jackson	38,009	37,920	11,455	10,699	93.4	7,968	30,781	6,622*	6,126	3,102
Jasper	12,242	13,341	3,939	3,722	94.5	2,911	7,333	7,713*	667	237
Jefferson	35,785	34,375	11,730	11,038	94.1	7,726	30,023	5,370*	7,604	4,483
Jersey	15,229	16,636	4,748	4,387	92.4	2,695	10,196	8,346*	1,448	663
Jo Daviess	21,379	19,989	6,532	6,277	96.1	4,862	17,600	15,426*	1,969	996
Johnson	8,707	10,727	2,918	2,687	92.1	1,893	3,848	2,541*	(2) 492	(3) 153
Kane	149,918	130,206	42,481	41,631	98.0	32,122	176,338	33,379*	43,011	29,463
Kankakee	73,403	60,877	18,660	18,324	98.2	12,675	75,050	27,488*	14,468	9,214
Kendall	12,066	11,105	3,623	3,551	98.0	2,770	9,520	13,650*	960	514
Knox	54,150	52,250	17,037	16,526	97.0	13,666	61,450	24,955*	10,774	6,396

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

5 reasons why WGN
carries more local food and drug advertising than any other Chicago station

1949 BMB Weekly-Daytime Audience

ILLINOIS 1,646,120
WISCONSIN . 485,020
INDIANA . . . 331,920
MICHIGAN . . 262,630
IOWA 104,110

Advertisers of food and drug products need WGN in Chicago . . . still reaching more homes day or night than any other Chicago station

A Clear Channel Station . . . Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 638 So. Van Ness Ave., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Lake	178,491	121,094	53,149	52,458	98.7	28,416	167,552	14,071*	32,342	21,565
LaSalle	100,236	97,801	29,598	28,947	97.8	23,906	109,899	47,408*	28,035	17,188
Lawrence	20,459	21,075	6,450	6,102	94.6	4,376	15,132	4,933*	2,367	1,348
Lee	36,366	34,604	9,464	9,313	98.4	7,782	30,868	28,309*	4,657	2,658
Livingston	37,713	38,838	11,007	10,754	97.7	8,979	33,233	43,527*	3,692	1,750
Logan	30,598	29,438	8,011	7,787	97.2	6,283	26,065	23,200*	3,374	1,569
McDonough	28,121	26,944	8,909	8,588	96.4	6,927	30,113	27,032*	4,009	2,026
McHenry	50,416	37,311	18,846	18,582	98.6	9,402	54,230	28,827*	7,973	4,768
McLean	76,273	73,930	23,111	22,626	97.9	18,907	82,102	55,073*	15,634	8,583
Macon	100,273	84,693	30,357	29,689	97.8	22,033	110,544	21,855*	23,197	14,882
Macoupin	43,721	46,304	14,294	13,579	95.0	11,247	33,699	22,676*	6,520	4,413
Madison	181,543	149,349	53,865	52,034	96.6	35,593	153,251	18,134*	51,388	33,806
Marion	41,510	47,989	13,651	12,818	93.9	10,687	42,940	6,927*	7,645	3,972
Marshall	12,997	13,179	4,124	4,075	98.8	3,297	11,011	14,167*	1,175	524
Mason	15,273	15,358	5,323	5,078	95.3	3,739	15,512	13,292*	1,471	617
Massac	13,548	14,937	4,502	4,106	91.2	2,915	7,906	3,012*	2,093	809
Menard	9,611	10,663	3,145	2,997	95.3	2,539	6,879	10,075*	865	386
Mercer	17,336	17,701	5,449	5,275	96.8	4,464	14,169	21,759*	1,123	426
Monroe	13,175	12,754	3,956	3,703	93.6	2,552	10,401	6,609*	1,364	631
Montgomery	32,328	34,499	10,696	10,193	95.3	8,164	28,676	16,464*	4,914	2,748
Morgan	35,502	36,378	9,749	9,340	95.8	7,714	35,593	20,013*	5,409	2,817
Moultrie	13,141	13,477	4,103	3,902	95.1	3,101	9,624	14,631*	1,571	765
Ogle	33,281	29,869	10,268	10,032	97.7	7,820	29,967	31,774*	4,250	2,521
Peoria	173,873	153,374	51,638	50,399	97.6	38,895	188,793	19,056*	47,958	31,077
Perry	21,606	23,438	7,008	6,545	93.4	4,885	16,119	3,663*	3,642	2,578
Piatt	13,913	14,659	4,309	4,193	97.3	3,651	10,408	19,330*	1,169	512
Pike	22,080	25,340	7,664	7,219	94.2	5,581	15,052	19,561*	1,886	788
Pope	5,750	7,999	2,006	1,852	92.3	1,417	1,887	1,729*	(3)	(3)
Pulaski	13,607	15,875	4,204	3,800	90.4	2,480	4,887	2,965*	1,056	365
Putnam	4,740	5,289	1,594	1,537	96.4	1,243	3,030	6,352*	197	85
Randolph	31,540	33,608	9,009	8,514	94.5	6,285	24,438	10,022*	5,746	3,467
Richland	16,849	17,137	5,600	5,303	94.7	3,951	16,423	4,229*	4,746	2,276
Rock Island	133,133	113,323	39,192	38,487	98.2	29,483	134,085	13,666*	47,711	32,650
St. Clair	205,169	166,899	58,661	56,373	96.1	40,234	171,893	14,873*	47,384	30,601
Saline	33,288	38,066	10,805	10,168	94.1	8,319	27,076	4,752*	5,288	3,532
Sangamon	130,649	117,912	40,477	39,384	97.3	28,802	150,586	31,127*	36,044	21,401
Schuyler	9,585	11,430	3,303	3,191	96.6	2,585	6,306	10,553*	(1)	(1)
Scott	7,218	8,176	2,425	2,287	94.3	1,775	5,580	7,435*	649	236
Shelby	24,360	26,290	7,956	7,606	95.6	6,279	16,790	20,863*	2,039	963
Stark	8,701	8,881	2,657	2,583	97.2	2,199	6,331	11,283*	693	317
Stephenson	41,453	40,646	12,657	12,353	97.6	10,610	46,945	24,432*	9,211	5,936
Tazewell	76,045	58,362	23,070	22,562	97.8	14,660	53,651	22,227*	30,759	22,205
Union	20,436	21,528	5,714	5,331	93.3	3,595	12,804	6,282*	2,262	946
Vermillion	86,361	86,791	26,190	25,221	96.3	21,304	87,523	32,377*	17,825	10,037
Wabash	14,612	13,724	4,611	4,390	95.2	3,219	13,690	4,203*	3,220	1,944
Warren	21,914	21,286	6,557	6,347	96.8	5,458	23,337	26,462*	3,005	1,456
Washington	14,428	15,801	4,832	4,508	93.3	3,139	9,776	9,953*	1,120	451
Wayne	20,885	22,092	6,777	6,323	93.3	4,344	15,304	6,578*	2,379	1,194
White	20,880	20,027	6,659	6,259	94.0	4,314	15,856	8,072*	2,569	1,299
Whiteside	49,176	43,338	14,803	14,433	97.5	11,040	46,791	29,636*	10,156	6,869
Will	134,499	114,210	37,847	37,166	98.2	26,692	117,980	24,185*	25,913	18,461
Williamson	48,216	51,424	15,795	14,910	94.4	11,609	34,090	2,434*	7,241	4,328
Winnebago	151,858	121,178	45,305	44,761	98.8	32,303	169,936	17,473*	58,586	42,929
Woodford	21,297	19,124	6,107	5,973	97.8	4,589	18,970	21,651*	2,063	881

(1) Includes Brown and Schuyler Counties. (2) Includes Gallatin and Hardin Counties. (3) Includes Johnson and Pope Counties.

Chicago PERIMETER Broadcasters

Selling to over 3,700,000 PERIMETER persons spending over $3,500,000,000 in Retail Sales

Buy collectively * * * **Buy individually**

WJOL is the only radio station in Will County. WJOL is a fulltime music-news-sports station and has been on the air since 1926. 25 minutes of broadcast time a day are devoted **exclusively** to local Joliet news, plus our local news of nearby towns. WJOL has three sportscasts per day and has play-by-play coverage of most local high school football, basketball and baseball.

WJOL
Joliet, Illinois
Represented by
Hal Holman

WRMN is located in the heart of the Fox River Valley, one of the richest agricultural and industrial regions of the United States. Here is a trade area of over 200,000 bringing retail sales to $60,000,000 a year. In the Elgin trading area are located approximately 200 manufacturing plants making nationally known products.

WRMN
Elgin, Illinois
Represented by
Joseph Hershey McGillvra

WJOB's primary coverage area is the Calumet Region—the steel capital of the world—with a population of more than a million and retail sales of more than one billion dollars annually. The station's favorable location in a populous market, its local-interest programming policy, and the alert merchandising attention of its commercial department combine to make WJOB the most profitable medium in its area.

WJOB
Hammond, Indiana
Represented by
Joseph Hershey McGillvra

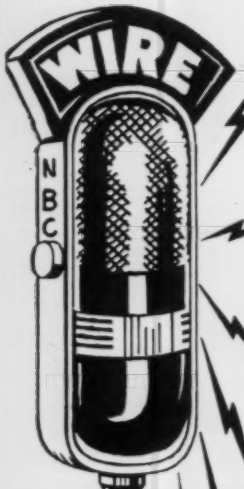
WKRS presents facts about the Lake County, Illinois Market!

- *POPULATION 180,700
- *AVERAGE INCOME $5,695.00
- *RETAIL FOOD SALES $42,103,000
- *INCOME INDEX BASED ON NATIONAL AVERAGE OF 100% (148%—Waukegan 137%)
- *TOTAL RETAIL SALES $167,000,000
- **2nd in state in number of automobiles

* 1951 Sales Management figures.
**Figures from Secretary of State office Springfield, Illinois.

WKRS
Waukegan, Illinois
Represented Nationally by
Joseph Hershey McGillvra

Year after Year on WIRE



AP-31-KNUTE ROCKNE KILLED

1931—H. P. Wasson, one of Indianapolis' largest department stores, began advertising on **WIRE.**

UP-36-KING EDWARD ABDICATES

1936—Northside Chevrolet, largest Chevrolet dealer in Indiana, signs with **WIRE.**

INS-38-NAZIS ENTER AUSTRIA

1938—Richman Brothers Clothing Company, starts radio advertising with **WIRE.**

AP-39-HITLER INVADES POLAND

1939—KO-WE-BA, one of the largest canned food distributors in Indiana, buys radio advertising time with **WIRE.**

UP-40- F.D.R. ELECTED 3RD TERM

1940—Standard Oil Company (Ind.) joins long list of advertisers on **WIRE**

INS-41-JAPS ATTACK PEARL HARBOR

1941—Stark & Wetzel, one of Indiana's largest meat packers, chooses **WIRE.**

These and many others have been consistent advertisers on this station year after year—and are today selling more merchandise to more people through the facilities of **WIRE.**

- High Program Ratings
- Better Programming
- Better Merchandising Service

All Mean

Consistently Better Results

NATIONALLY REPRESENTED BY THE JOHN E. PEARSON COMPANY

BASIC NBC · 5,000 WATTS **WIRE** INDIANAPOLIS, INDIANA

MARKET INDICATORS FOR INDIANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,934,224	'50	3,427,796	'40
% of U. S.	2.6%	'50	2.61%	'40
Homes	1,144,633	'50	937,048	'40
Percent Radio	96.5%	'50	88.2%	'40
Radio Homes	1,104,571	'50	826,604	'40
Retail Sales	$3,690,721,000	'50	3,520,507,000	'48
Retail Trade Employes	189,629	'48	129,757	'39
Wholesale Sales Volume	$3,204,712,000	'48	847,000,000	'39
Wholesale Trade Employes	45,213	'48	29,087	'39
Manufacturing Employment (Mid-March)			542,441	'47
Manufacturing Taxable Payrolls (1st Quarter)			$ 357,358,000	'47
Income	$5,097,000,000	'49	1,858,000,000	'40
Percent distribution	2.58%	'49	2.45%	'40
Per Capita Income	1,290	'49	541	'40
Percent of national per capita income	97%	'49	94%	'40
New Construction (Private)	$ 516,600,000	'50	90,400,000	'39
Residential	$ 275,300,000	'50	38,700,000	'39
Non-Residential	$ 105,200,000	'50	19,800,000	'39
Automobile Registration	1,434,885	'50	1,304,824	'48
Telephones	1,152,000	'50	732,200	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

SPOT RATE FINDER

ANDERSON, Madison, 30,716 homes, 97.9% radio, 30,071 radio homes.

WCBC, 1kw-D, 1470kc

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	18.00	36.00	53.00	80.00

WCBC-FM, Chan. 292, 106.3mc, .38kw

D	1.90	3.75	8.85	15.00	27.50
N	1.90	3.75	8.85	15.00	27.50

WHBU, 250w, 1240kc, ABC, Bolling, Conlan

D	6.00	6.00	10.00	18.00	25.00	40.00
N	8.00	8.00	15.00	25.00	40.00	60.00

BEDFORD, Lawrence, 10,088 homes, 94.1% radio, 9,493 radio homes.

WBIW, 250w, 1340kc, Conlan

D	4.50	4.50	10.00	17.50	27.50	45.00
N	4.50	4.50	10.00	17.50	27.50	45.00

BLOOMINGTON, Monroe, 12,543 homes, 94.2% radio, 11,816 radio homes.

2 AM non-affiliates, average 1-time rate

D	3.50	5.00	9.00	17.50	27.50	47.50
N	3.75	5.50	10.00	20.00	30.00	50.00

WTOM, 250w, 1490kc

D	3.00	4.00	8.00	15.00	25.00	45.00
N	3.50	5.00	10.00	20.00	30.00	50.00

WTTS, 5kw-D, 500w-N, 1370kc, Meeker, Conlan

D	4.00	6.00	10.00	20.00	30.00	50.00
N	4.00	6.00	10.00	20.00	30.00	50.00

WTTV (TV), Chan. 10, 3.1kw-aur.; 6.2kw-vis.; ABC, CBS, DuMont, NBC, Meeker

D	20.00	26.00	52.00	78.00	130.00
N	30.00	40.00	80.00	120.00	200.00

BOONVILLE, Warrick, 6,276 homes, 93.3% radio, 5,856 radio homes.

WBNL, 250w-D, 1540kc, KBS

D	4.00	7.00	14.00	24.00	40.00

COLUMBUS, Bartholomew, 9,832 homes, 96.2% radio, 9,458 radio homes.

WCSI, 250w-D, 1010kc,

D	8.00	8.00	12.00	24.00	36.00	60.00

WCSI-FM, Chan. 229, 93.7mc, 71kw

D	8.00	8.00	12.00	24.00	36.00	60.00
N	8.00	8.00	12.00	24.00	36.00	60.00

CONNERSVILLE, Fayette, 6,529 homes, 96.6% radio, 6,307 radio homes.

WCNB, 250w-D, 1580kc, Burn-Smith

D	3.00	6.00	10.00	20.00	30.00	50.00

WCNB-FM, Chan. 262, 100.3mc, 10kw, Inland Bonus daytime only.

N	1.00	2.00	4.00	8.00	12.00	20.00

CRAWFORDSVILLE, Montgomery, 8,935 homes, 96.6% radio, 8,631 radio homes.

WFMU(FM), Chan. 275, 102.9mc, 13kw, Inland Radio

D	4.50	7.00	11.40	14.50	28.75	57.00
N	4.50	7.00	11.40	14.50	28.75	57.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

ELKHART, Elkhart, 24,724 homes, 97.2% radio, 24,032 radio homes.

WTRC, 250w, 1340kc, NBC, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	15.00	21.00	35.00	65.00
N	6.00	6.00	15.00	21.00	35.00	65.00

WTRC-FM, Chan. 264, 100.7mc, 33kw Bonus

EVANSVILLE, Vanderburgh, 46,137 homes, 95.8% radio, 44,199 radio homes.

3 AM affiliates, average 1-time rate

D	9.17	10.50	20.00	38.00	60.00	100.00
N	11.83	13.17	26.33	49.50	79.00	131.67

WEOA, 250w, 1400kc, CBS, Katz, Hooper

D	6.00	8.00	16.00	32.00	48.00	80.00
N	9.00	10.00	20.00	40.00	60.00	100.00

WGBF, 5kw-D, 1kw-N, 1280kc, NBC, Weed, Hooper

D	12.00	12.00	24.00	48.00	72.00	120.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WMLL (FM), Chan. 233, 94.5mc, 50kw Bonus

WIKY, 250w-D, 820kc, IMS, Hooper, Conlan

D	6.00	8.00	16.00	32.00	48.00	80.00

WIKY-FM, Chan. 281, 104.1mc, 20kw, IMS Bonus daytime only.

N	3.00	4.00	8.00	16.00	24.00	40.00

WJPS, 5kw-D, 1kw-N, 1330kc, ABC, Walker

D	9.50	11.50	20.00	34.00	60.00	100.00
N	11.50	14.50	29.00	48.50	87.00	145.00

FORT WAYNE, Allen, 52,645 homes, 98.3% radio, 51,750 radio homes.

4 AM affiliates, average 1-time rate

D	12.35	13.10	18.62	34.75	55.88	90.62
N	16.12	16.62	31.25	62.50	93.75	153.75

WANE, 250w, 1450kc, CBS, Bolling

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WGL, 1kw, 1250kc, ABC, Headley-Reed, Hooper, Conlan

D	9.40	9.40	12.50	25.00	37.50	62.50
N	12.50	12.50	25.00	50.00	75.00	125.00

WKJG, 5kw, 1380kc, MBS, Raymer

D	12.00	12.00	20.00	30.00	60.00	90.00
N	15.00	15.00	30.00	60.00	90.00	140.00

SEE AD ON PAGE 56

for the

EVANSVILLE

story

* * *

WKJG-FM, Chan. 291, 106.1mc, 30kw, Bonus

WOWO, 10kw, 1190kc, NBC, Free & Peters, Doody, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	21.00	24.00	30.00	60.00	90.00	150.00
N	27.00	29.00	50.00	100.00	150.00	250.00

WOWO-FM, Chan. 241, 96.1mc, 16.5kw Bonus

GARY, Lake, 98,774, 97.8% radio, 96,601 radio homes.

2 AM non-affiliates, average 1-time rate

D	5.60	7.90	14.85	26.70	44.50	74.50

WGRY, 500w-D, 1370kc

D	5.20	7.80	11.70	23.40	39.00	65.00

WWCA, 1kw, 1270kc, Hooper

D	6.00	8.00	18.00	30.00	50.00	84.00
N	8.00	12.00	26.00	43.00	72.00	120.00

HAMMOND, Lake, 98,774 homes, 97.8% radio, 96,601 radio homes.

WJOB, 250w, 1230kc, McGillvra, Conlan

D	8.00	10.00	18.00	36.00	54.00	90.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WJIZ(FM), Chan. 222, 92.3mc, 10kw, McGillvra, Bonus

INDIANAPOLIS, Marion, 158,235 homes, 97.5% radio, 154,279 radio homes.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	16.50	17.67	27.50	54.00	82.33	144.33
N	26.67	28.33	50.00	103.67	161.67	283.00

2 AM non-affiliates, average 1-time rate

D	10.60	12.60	23.20	42.40	63.50	106.00
N	15.00	17.00	32.00	60.00	90.00	150.00

WFBM, 5kw, 1260kc, CBS, Katz, Hooper

D	13.00	15.00	25.00	50.00	75.00	135.00
N	25.00	30.00	50.00	100.00	150.00	270.00

WFBM-TV, Chan. 6, 18.1kw-aur.; 28.2kw-vis.; CBS, ABC, DuMont, Katz

D	75.00	115.00	161.00	184.00	276.00	460.00
N	100.00	145.00	203.00	232.00	348.00	580.00

WIBC, 50kw-D, 10kw-N, 1070kc, MBS

D		18.00	30.00	60.00	90.00	150.00
N	25.00	25.00	60.00	120.00	180.00	300.00

WIRE, 5kw, 1430kc, NBC, Pearson

D	20.00	20.00		52.00	82.00	148.00
N	30.00	30.00		91.00	155.00	279.00

WISH, 5kw-D, 1kw-N, 1310kc, ABC, Bolling

D	13.20	13.20	26.40	52.80	79.00	132.00
N	22.00	22.00	44.00	88.00	132.00	220.00

WXLW, 1kw, 1590kc, IMS, Hooper

D	8.00	12.00	20.00	32.00	48.00	80.00
N	8.00	12.00	20.00	32.00	48.00	80.00

(Continued on page 56)

TIME AFTER TIME

Local Advertisers with

BIG PROBLEMS and SMALL BUDGETS choose

WISH *Indianapolis*

"the station that never outpromises . . *but ALWAYS OUTPERFORMS*"

Represented Nationally by The BOLLING COMPANY

ALSO

WHOT — South Bend
WANE — Fort Wayne
WHBU — Anderson

All Owned and Operated by
UNIVERSAL BROADCASTING CO., Inc.

16 reasons WHY WITZ

Is Southwestern Indiana's Best Buy

COUNTY	1950 CENSUS
Crawford	9,322
Daviess	26,689
Dubois	23,772
Gibson	30,657
Harrison	17,861
Knox	43,313
Lawrence	34,363
Martin	10,752
Orange	16,863
Perry	17,397
Pike	15,015
Posey	19,571
Spencer	16,164
Warrick	21,553
Washington	16,585
Vanderburgh	158,363
* * *	
16 Counties	478,240

By any count it's . . .

WITZ

JASPER, INDIANA

1000 W (d) • 990 KC

INDIANA

SPOT RATE FINDER

(Continued from page 55)

JASPER, DuBois, 6,173 homes, 93.3% radio, 5,759 radio homes.

WITZ, 1kw-D, 990kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	8.00	16.50	30.00	50.00

KOKOMO, Howard, 15,778 homes, 97.4% radio, 15,368 radio homes.

WIOU, 1kw, 1350kc, CBS, Weed

D	9.00	14.00	28.00	42.00	70.00
N	12.00	18.00	36.00	54.00	90.00

LaFAYETTE, Tippecanoe, 19,484 homes, 97.5% radio, 18,997 radio homes.

WASK, 250w, 1450kc, MBS, Ra-Tel, Conlan

D	6.00	7.50	16.00	27.00	41.00	68.00
N	7.50	9.00	18.00	28.00	48.00	80.00

WFAM(FM), Chan. 236, 95.1mc, 1.2kw, Ra-Tel

D	2.50	6.00	8.80	11.80	21.80
N	2.50	6.00	8.80	11.80	21.80

LAPORTE, LaPorte, 22,936 homes, 98.0% radio, 22,477 radio homes.

WLOI, 250w-D, 1540kc, McGillvra

D		9.60	19.20	28.80	48.00

LEBANON, Boone, 7,325 homes, 97.2% radio, 7,120 radio homes.

WINL(FM), Chan. 288, 107.1mc, 0.59kw

D						
N	2.00	2.50	6.00	12.50	20.00	35.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

LOGANSPORT, Cass, 11,078 homes, 97.3% radio, 10,779 radio homes.

WSAL, 250w, 1230kc, MBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

MADISON, Jefferson, 5,709 homes, 93.4% radio, 5,332 radio homes.

WORX(FM), Chan. 244, 96.7mc, 32kw

D	3.00	6.50	15.00	25.00	40.00
N	3.00	6.50	15.00	25.00	40.00

MARION, Grant, 18,206 homes, 97.6% radio, 17,769 radio homes.

WBAT, 250w, 1400kc, Conlan

D	9.00	9.00	18.00	30.00	48.00	80.00

WMRI(FM), Chan. 295, 106.9mc, 34kw, Hoosier Network, Inland Radio.

D	6.00	12.00	24.00	36.00	60.00
N	6.00	12.00	24.00	36.00	60.00

MICHIGAN CITY, LaPorte, 22,936 homes, 98.0% radio, 22,477 radio homes.

WIMS, 1kw-D, 1420kc, LBS, Ra-Tel

D	8.00	17.50	28.00	42.00	70.00

WIMS-FM, Chan. 228, 93.5mc, 1kw, Ra-Tel, Bonus daytime only.

N	1.50	5.00	10.00	20.00	

MUNCIE, Delaware, 26,336 homes, 97.6% radio, 25,704 radio homes.

WLBC, 250w, 1340kc, CBS, Holman

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

WMUN(FM), Chan. 281, 104.1mc, 8.64kw

D	6.00	9.00	15.00	
N	8.00	12.00	20.00	

NEW ALBANY, Floyd, 12,718 homes, 95.2% radio, 12,108 radio homes.

WLRP, 1kw-D, 1570kc

D	3.50	5.00	8.00	16.00	24.00	40.00

NEW CASTLE, Henry, 12,892 homes, 97.7% radio, 12,595 radio homes.

WCTW(FM), Chan. 273, 102.5mc, 4kw, Inland Radio

D	3.00	5.00	8.97	17.96	26.93	44.89
N	5.00	8.00	13.60	27.20	40.80	68.00

PORTLAND, Jay, 7,173 homes, 96.7% radio, 6,936 radio homes.

WPGW, 500w-D, 1440kc

D	3.75	5.00	9.00	17.50	27.50	45.00

WRAY, 1kw-D, 1250kc, LBS

D	1.10	3.00	7.50	14.00	22.00	40.00

RICHMOND, Wayne, 19,216 homes, 97.8% radio, 18,793 radio homes.

WKBV, 250w, 1490kc, MBS, Meeker, Conlan

D	6.00	6.00	10.00	22.50	30.00	50.00
N	7.00	7.00	12.00	26.00	36.00	60.00

SEYMOUR, Jackson, 8,114 homes, 94.6% radio, 7,676 radio homes.

WJCD, 500w-D, 1390kc

D	5.00	10.00	25.00	40.00	60.00

SHELBYVILLE, Shelby, 8,811 homes, 95.8% radio, 8,441 radio homes.

WSRK(FM), Chan. 267, 101.3mc, 5kw, Inland Radio

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.00	5.00	10.00	15.00	25.00
N	2.75	3.50	8.00	15.00	22.00	36.00

SOUTH BEND, St. Joseph, 56,336 homes, 97.7% radio, 55,040 radio homes.

2 AM affiliates, average 1-time rate

D	10.00	10.00	20.00	35.00	55.00	87.50
N	14.00	14.00	25.00	50.00	75.00	125.00

WHOT, 250w, 1490kc, ABC, Bolling

D	7.00	7.00	15.00	25.00	40.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJVA, 250w-D, 1580kc, Burn-Smith

D	4.00	6.00	10.00	23.00	34.00	57.50

WSBT, 5kw, 960kc, CBS, Raymer, Hooper

D	13.00	13.00	25.00	45.00	70.00	115.00
N	18.00	18.00	30.00	60.00	90.00	150.00

TELL CITY, Perry, 4,776 homes, 91.6% radio, 4,375 radio homes.

WTCJ, 250w, 1230kc, KBS

D	4.50	4.50	8.00	20.00	35.00	60.00
N	4.50	4.50	8.00	20.00	35.00	60.00

TERRE HAUTE, Vigo, 32,475 homes, 95.3% radio, 30,949 radio homes.

2 AM affiliates, average 1-time rate

D	8.00	8.00	16.00	32.00	48.00	80.00
N	11.00	11.00	22.00	44.00	66.00	110.00

WBOW, 250w, 1230kc, NBC, Weed, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WBOW-FM Chan. 266, 101.1mc, 20kw, Bonus

WTHI, 1kw, 1480kc, CBS, Bolling, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WTHI-FM, Chan. 260, 99.9mc, 3kw, Bolling Bonus

VINCENNES, Knox, 12,818 homes, 94.9% radio, 12,164 radio homes.

WAOV, 250w, 1450kc, MBS, Pearson

D	3.60	3.60	7.20	14.40	21.60	36.00
N	4.50	4.50	12.00	24.00	36.00	60.00

WARSAW, Kosciusko, 13,810 homes, 96.7% radio, 13,354 radio homes.

WKAM, 250w-D, 1220kc, Holman

D	5.00	8.00	16.00	24.00	40.00

WRSW, 500w, 1480kc
(on the air Sept. 1, 1951)

WRSW-FM, Chan. 297, 107.3mc, 34kw

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WASHINGTON, Daviess, 7,883 homes, 94.0% radio, 7,410 radio homes.

WFML(FM), Chan. 293, 106.5mc, 14kw

D	3.00	5.00	8.00	17.00	25.00	42.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WGBF

EVANSVILLE, INDIANA

Established 1923 • NBC Affiliate

BMB STATION AUDIENCE REPORT

STUDY NO. 2 SPRING 1949

		Radio Families
Total Weekly Audience	Day	117,980
	Night	89,270
Average Daily Audience	Day	86,695
	Night	59,971

EVANSVILLE

WGBF

1280 KC 5 KW

FOR TERRE HAUTE

REACHES OVER 300,000

Annual Retail Sales $112,968,000*

HIGHEST RATINGS

1000 WATTS 1480 KC

REP. BY BOLLING
New York Chicago Hollywood

Your Best Medium . . .
in a Rich, Growing and Isolated Market!

Yes, WTHI reaches a rich Wabash Valley market that is far in excess of the 1950 Terre Haute population figures. And the steady growth of retail sales, both in units sold and dollar value, reflects the market increase. Just one new industrial plant, now building, will increase area production workers by 30%, and the yearly payrolls by $15,000,000! And this market is isolated, by from 70 to 175 miles, from the nearest major trading centers. CBS and top-flight local programming plus constant and vigorous promotion make WTHI your best buy in this fine market.

WTHI is owned and operated by Terre Haute people for the benefit and entertainment of Terre Haute and Wabash Valley residents. More and more, WTHI is known and respected as "The Family Station."

WTHI CBS
TERRE HAUTE, INDIANA
1480 AM 99.9 FM
With Terre Haute's Interest

* Estimated 1950 figures, Survey of Buying Power, "Sales Management"

INDIANA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Adams	22,395	21,254	6,051	5,851	96.7	4,779	18,233	12,388*	3,122	1,800
Allen	182,903	155,084	52,645	51,750	98.3	39,150	200,720	18,957*	70,062	49,442
Bartholomew	36,109	28,276	9,832	9,458	96.2	6,790	27,939	9,565*	9,707	5,827
Benton	11,439	11,117	3,237	3,159	97.6	2,678	10,452	12,498*	860	400
Blackford	13,988	13,783	4,214	4,092	97.1	3,538	13,085	4,972*	2,907	1,659
Boone	23,950	22,081	7,325	7,120	97.2	5,891	23,728	16,992*	2,769	1,425
Brown	6,172	6,189	2,125	1,921	90.4	952	1,955	1,176*	88	25
Carroll	15,974	15,410	5,605	5,392	96.2	3,837	11,343	13,356*	1,676	754
Cass	38,670	36,908	11,078	10,779	97.3	9,223	39,400	13,449*	7,364	4,039
Clark	48,284	31,020	13,419	12,453	92.8	6,371	25,195	6,019*	6,591	3,961
Clay	23,912	25,365	7,500	7,080	94.4	5,728	15,927	6,460*	3,616	2,066
Clinton	29,619	28,411	9,067	8,804	97.1	7,340	27,520	16,961*	4,573	2,542
Crawford	9,322	10,171	2,763	2,512	90.9	1,656	3,847	1,977*	604	292
Daviess	26,689	26,163	7,883	7,410	94.0	5,364	19,848	9,956*	2,466	1,084
Dearborn	25,136	23,053	7,078	6,745	95.3	5,231	19,764	5,677*	8,041	4,874
Decatur	18,173	17,722	5,485	5,139	93.7	3,912	15,005	11,976*	1,617	715
DeKalb	26,041	24,756	7,769	7,536	97.0	6,193	20,972	10,904*	4,512	2,524
Delaware	90,091	74,963	26,336	25,704	97.6	19,877	79,739	13,328*	26,939	18,610
Dubois	23,772	22,579	6,173	5,759	93.3	4,067	18,194	7,176*	5,311	2,579
Elkhart	84,327	72,634	24,724	24,032	97.2	18,372	89,817	17,686*	23,691	15,456
Fayette	23,416	19,411	6,529	6,307	96.6	4,839	21,294	6,450*	8,438	5,907
Floyd	43,905	35,061	12,719	12,108	95.2	8,406	35,317	3,228*	8,305	4,350
Fountain	17,799	18,299	5,552	5,345	96.1	4,450	14,434	10,926*	2,318	1,169
Franklin	16,060	14,412	4,226	3,964	93.8	2,766	8,072	8,659*	862	376
Fulton	16,523	15,577	5,768	5,589	96.9	3,999	15,802	10,021*	1,647	765
Gibson	30,657	30,709	9,109	8,635	94.8	6,812	25,120	10,884*	4,194	2,348
Grant	62,057	55,813	18,206	17,769	97.6	14,058	53,769	14,727*	15,927	9,241
Greene	27,837	31,330	8,964	8,408	93.8	6,922	18,519	7,964*	2,574	996
Hamilton	28,431	24,614	8,525	8,261	96.9	6,494	22,366	14,530*	4,181	2,361
Hancock	20,304	17,302	6,125	5,911	96.5	4,514	15,264	10,830*	1,891	797
Harrison	17,861	17,106	5,021	4,619	92.0	2,961	8,572	8,767*	1,003	442
Hendricks	24,560	20,151	7,152	6,909	96.6	4,949	13,515	16,114*	1,205	516
Henry	45,433	40,208	12,892	12,595	97.7	10,140	35,769	13,402*	8,351	4,691
Howard	54,384	47,752	15,778	15,368	97.4	12,300	50,808	13,258*	17,765	11,155
Huntington	31,302	29,931	9,401	9,157	97.4	7,702	27,586	12,944*	6,636	3,482
Jackson	28,246	26,612	8,114	7,676	94.6	5,703	23,198	8,367*	5,121	2,529
Jasper	17,015	14,397	4,526	4,368	96.5	3,214	14,042	14,173*	1,111	525
Jay	23,119	22,601	7,173	6,936	96.7	5,713	18,115	10,170*	4,709	2,805
Jefferson	21,613	19,912	5,709	5,332	93.4	3,939	15,616	6,603*	2,545	1,046
Jennings	15,254	13,681	3,825	3,534	92.4	2,252	8,168	3,586*	1,133	496
Johnson	26,261	22,493	7,621	7,286	95.6	5,415	20,075	11,665*	3,281	1,731
Knox	43,313	43,973	12,818	12,164	94.9	9,955	41,050	16,548*	8,246	5,086
Kosciusko	32,868	29,561	13,810	13,354	96.7	7,381	29,598	19,481*	5,073	2,796
Lagrange	15,323	14,352	5,259	5,080	96.6	2,846	9,533	11,236*	832	358
Lake	366,113	293,195	98,774	96,601	97.8	69,917	386,187	11,301*	135,902	105,925
LaPorte	76,740	63,660	22,936	22,477	98.0	15,219	72,605	12,142*	21,533	14,002
Lawrence	34,363	35,045	10,088	9,493	94.1	7,655	25,525	4,056*	5,089	2,510
Madison	103,798	88,575	30,716	30,071	97.9	22,920	93,961	15,286*	33,927	22,846
Marion	549,047	460,926	158,235	154,279	97.5	120,282	655,410	13,430*	204,758	140,245
Marshall	29,475	25,935	9,024	8,717	96.6	6,094	27,864	13,537*	3,780	2,008
Martin	10,752	10,300	2,997	2,772	92.5	1,648	4,945	1,912*	1,188	520
Miami	28,154	27,926	8,539	8,300	97.2	7,215	23,679	12,014*	5,140	2,613
Monroe	49,469	36,534	12,543	11,816	94.2	7,868	34,428	2,836*	8,157	4,084
Montgomery	29,097	27,231	8,935	8,631	96.6	7,160	27,224	18,915*	4,885	2,904
Morgan	23,712	19,801	7,149	6,734	94.2	4,296	17,341	8,395*	2,199	1,042
Newton	10,992	10,775	3,362	3,248	96.6	2,479	10,363	10,893*	1,197	547
Noble	25,072	22,776	8,378	8,118	96.9	5,634	24,163	12,460*	4,033	2,151
Ohio	4,230	3,782	1,184	1,111	93.8	854	2,103	1,931*	272	114
Orange	16,863	17,311	4,996	4,681	93.7	3,339	10,047	4,345*	2,217	832
Owen	11,751	12,090	3,856	3,551	92.1	2,296	6,401	3,381*	809	298
Parke	15,647	17,358	5,021	4,740	94.4	3,814	10,185	10,330*	1,141	479
Perry	17,397	17,770	4,776	4,375	91.6	3,033	10,455	2,648*	4,602	2,458
Pike	15,015	17,045	4,518	4,175	92.4	3,242	9,767	3,846*	921	408
Porter	39,562	27,836	11,751	11,481	97.7	6,867	31,387	7,676*	4,336	2,463
Posey	19,571	19,183	5,759	5,344	92.8	4,000	13,197	8,705*	2,025	1,072
Pulaski	12,457	12,056	3,751	3,556	94.8	2,493	10,425	10,741*	989	394
Putnam	22,916	20,839	6,265	6,008	95.9	4,867	18,577	13,168*	1,693	772
Randolph	27,157	26,766	8,393	8,116	96.7	6,855	26,490	16,004*	4,725	2,455
Ripley	18,798	18,898	5,255	4,913	93.5	3,722	15,602	6,882*	2,281	1,205
Rush	19,768	18,927	5,632	5,429	96.4	4,712	16,253	18,287*	2,364	1,247
St. Joseph	204,740	161,823	56,336	55,040	97.7	40,180	234,576	10,367*	75,438	59,130
Scott	11,554	8,978	3,355	3,157	94.1	1,888	8,239	2,251*	1,407	682
Shelby	28,016	25,953	8,811	8,441	95.8	6,547	24,642	13,822*	5,122	2,709
Spencer	16,164	16,211	4,544	4,194	92.3	2,872	8,801	7,740*	894	409
Starke	15,239	12,258	5,244	4,945	94.3	2,615	13,290	7,648*	974	388
Steuben	17,062	13,740	7,451	7,175	96.3	3,455	17,862	8,375*	1,464	648
Sullivan	23,641	27,014	7,675	7,230	94.2	5,940	16,291	8,067*	1,601	611
Switzerland	7,577	8,167	2,328	2,179	93.6	1,676	3,126	4,758*	240	69
Tippecanoe	73,529	51,020	19,484	18,997	97.5	12,781	68,111	15,634*	16,267	10,062
Tipton	15,558	15,135	4,626	4,496	97.2	3,872	9,963	12,839*	1,742	907
Union	6,399	6,017	1,903	1,836	96.5	1,522	5,084	5,730*	415	182
Vanderburgh	158,363	130,783	46,137	44,199	95.8	31,356	167,776	6,162*	54,029	34,978
Vermillion	19,448	21,787	6,146	5,869	95.5	5,297	14,571	5,858*	1,807	776
Vigo	104,931	99,709	32,475	30,949	95.3	25,651	112,968	7,682*	28,760	17,774
Wabash	28,995	26,601	8,586	8,337	97.1	6,708	25,497	13,296*	6,792	3,978
Warren	8,510	9,055	2,584	2,478	95.9	2,075	3,785	11,109*	257	98
Warrick	21,553	19,435	6,276	5,856	93.3	3,833	13,716	5,000*	2,773	1,962
Washington	16,535	17,008	4,801	4,441	92.5	3,210	13,083	8,412*	1,535	674
Wayne	68,514	59,229	19,216	18,793	97.8	14,864	70,703	16,297*	19,415	12,880
Wells	19,583	19,099	5,961	5,782	97.0	4,776	15,930	12,132*	2,537	1,462
White	18,001	17,037	6,754	6,504	96.3	4,055	13,755	14,743*	2,464	1,241
Whitley	18,828	17,001	5,963	5,778	96.9	4,280	16,133	11,221*	2,427	1,219

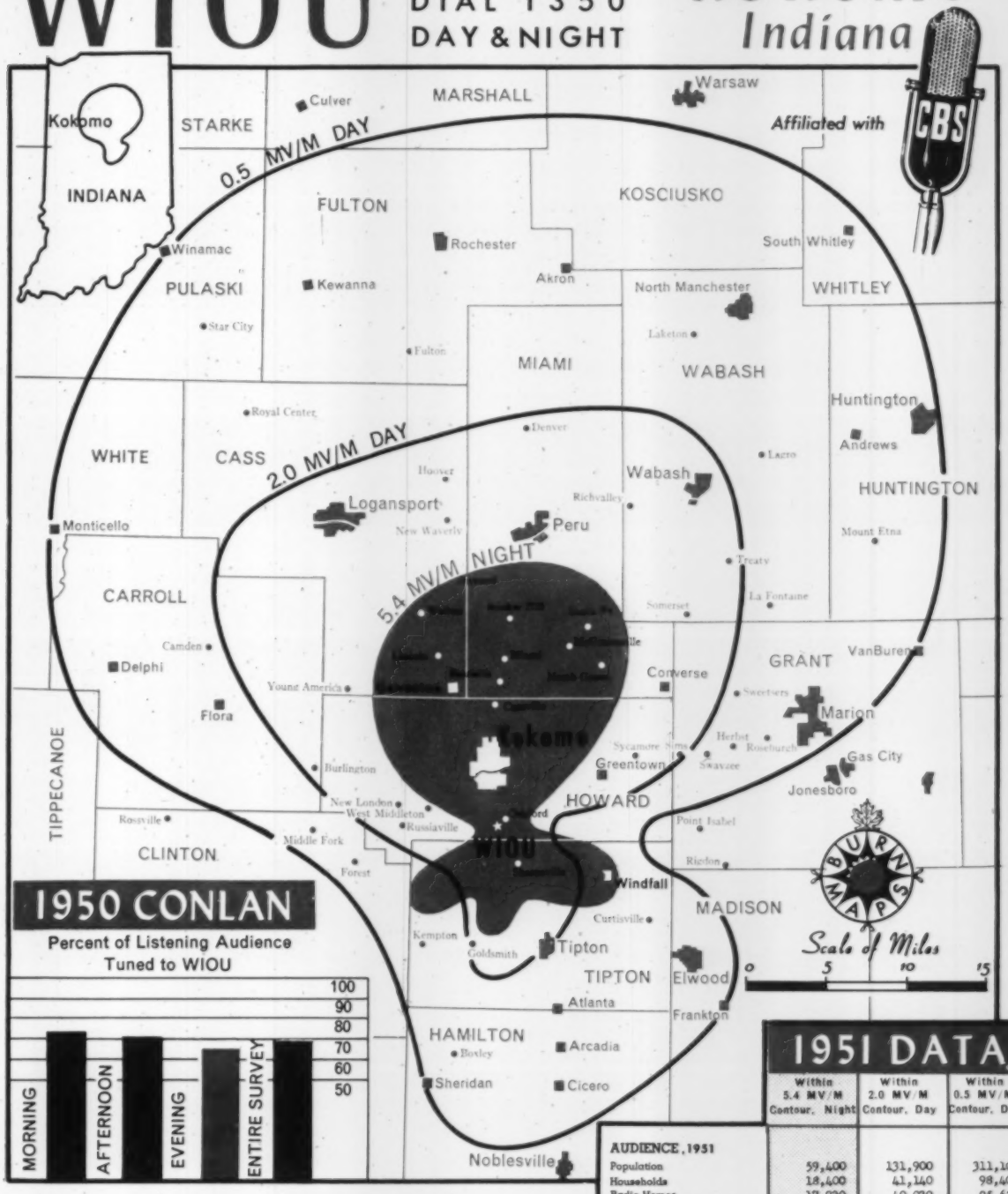
Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

XUM

WIOU

1,000 WATTS
DIAL 1350
DAY & NIGHT

KOKOMO
Indiana



1950 CONLAN

Percent of Listening Audience Tuned to WIOU

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Radio Station WIOU
John Carl Jeffrey, Vice-President and General Manager.
Radio Center Kokomo, Indiana Telephone 6194

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1951 DATA

	Within 5.4 MV/M Contour, Night	Within 2.0 MV/M Contour, Day	Within 0.5 MV/M Contour, Day
AUDIENCE, 1951			
Population	59,400	131,900	311,100
Households	18,400	41,140	98,400
Radio Homes	17,930	40,030	95,620
RETAIL MARKET,* 1950			
Food Stores	12,590,000	23,770,000	56,250,000
General Merchandise Stores	5,640,000	13,430,000	26,860,000
Apparel Stores	2,880,000	5,820,000	13,140,000
Home Furnishings Stores	4,240,000	7,430,000	15,800,000
Automotive Outlets	13,330,000	25,900,000	61,200,000
Filling Stations	3,140,000	8,060,000	19,420,000
Building Mtl.-Hardware	7,100,000	15,230,000	39,000,000
Eating-Drinking Places	2,920,000	6,840,000	14,490,000
Drug Stores	1,580,000	3,470,000	7,820,000
All Other Stores	5,710,000	13,210,000	27,970,000
TOTAL RETAIL SALES	59,130,000	123,160,000	281,950,000
FARM MARKET, 1950	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Within 0.1 MV/M Contour
Number of Farms	7,050	18,360	73,320
Population	29,790	79,150	313,200
Households	8,330	22,100	83,050
Radio Homes	7,890	20,840	78,500
Automotive Vehicles	18,300	48,350	179,700
Cost of Feed Purchased $000	6,760,000	19,560,000	68,400,000
Value of Products $000	46,800,000	121,000,000	417,000,000

*by store classes, expressed in dollars $ *Not shown on map

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture); BMB Radio Families; SRDS Consumer Markets; coordination to 1950-1951 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont

XUM

IOWA

SPOT RATE FINDER

AMES, Story, 11,800 homes, 98.4% radio, 11,611 radio homes.
KASI, 1kw-D, 1430kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	9.00	15.00	22.50	37.50

WOI-TV, Chan. 4, 10.4kw-aur. 13kw-vis., ABC, CBS, DuMont & NBC, Weed

N	50.00	50.00	75.00	120.00	180.00	300.00

ATLANTIC, Cass, 5,681 homes, 97% radio, 5,511 radio homes.
KJAN, 250w, 1220kc, Keystone, Biddick

D	5.00	10.00	18.33	30.00	50.00

BOONE, Boone, 8,098 homes, 97.6% radio, 7,904 radio homes.
KWBG, 1kw-D, 500w-N, 1590kc

D	4.00	6.50	13.00	21.00	38.00
N	5.80	8.50	15.00	25.00	42.00

BURLINGTON, Des Moines, 12,328 homes, 96.4% radio, 11,884 radio homes.
KBUR, 250w, 1490kc, ABC, Taylor, Conlan

D	8.00	8.00	11.00	26.00	36.00	60.00
N	10.00	10.00	20.00	40.00	55.00	90.00

KBUR-FM, Chan. 225, 92.9mc, 53kw, Taylor (To guarantee FM duplication add 50% to above rates)

CARROLL, Carroll, 6,065 homes, 98.1% radio, 5,950 radio homes.
KCIM, 1kw, 1380kc, LBS

D	5.15	13.25	26.50	39.70	65.00	
N	5.15	13.25	26.50	39.70	65.00	

CEDAR RAPIDS, Linn, 30,721 homes, 97.5% radio, 29,953 radio homes.

2 AM affiliates, average 1-time rate

D	11.00	17.00	20.50	41.00	61.50	102.50
N	16.50	25.00	32.50	65.00	107.50	187.50

KCRG, 5kw, 1600kc, MBS, Burn-Smith, Conlan

D	6.00	10.00	13.00	26.00	39.00	65.00
N	10.00	15.00	25.00	50.00	75.00	125.00

KCRK (FM), Chan. 245, 96.9mc, 48kw, Burn-Smith, Bonus

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

KWCR, 250w, 1450kc, McKinney, Iowa Tallcorn

	SB	1M	5M	15M	30M	1 Hr
D		5.00	8.00	14.00	24.00	40.00
N		7.00	12.00	20.00	30.00	50.00

WMT, 5kw, 600kc, CBS, Katz, Hooper, BMB

D	16.00	24.00	28.00	56.00	84.00	140.00
N	23.00	35.00	40.00	80.00	140.00	250.00

CENTERVILLE, Appanoose, 6,465 homes, 94.6% radio, 6,116 radio homes.
KCOG, 100w, 1400kc

	SB	1M	5M	15M	30M	1 Hr
D		3.75	8.00	17.00	23.00	40.00
N		5.00	10.00	20.00	30.00	50.00

CHARLES CITY, Floyd, 6,206 homes, 97.5% radio, 6,051 radio homes.
KCHA, 250w-D, 1580kc, McGillvra

D	4.30	5.70	11.45	22.85	34.30	57.45

CLINTON, Clinton, 14,210 homes, 97.6% radio, 13,869 radio homes.
KROS, 250w, 1340kc, MBS, McKinney, Conlan

D	5.50	7.50	15.00	25.00	40.00	60.00
N	7.00	9.00	20.00	35.00	60.00	90.00

KROS-FM, Chan. 241, 96.1mc, 14kw, McKinney, Bonus

COUNCIL BLUFFS, Pottawattamie, 19,714 homes, 96.6% radio, 19,044 radio homes.
KSWI, 500w-D, 1560kc, McKinney

D	5.00	6.65	12.00	24.00	36.00	60.00

KFMX (FM), Chan. 241, 96.1mc, 12kw

D	3.25	3.50	4.00	8.00	12.00	20.00
N	3.25	3.50	4.00	8.00	12.00	20.00

CRESTON, Union, 4,850 homes, 96.4% radio, 4,675 radio homes.
KSIB, 1kw-D, 1520kc, McKinney, Conlan

D	5.00	6.00	8.00	14.00	24.00	30.00

DAVENPORT, Scott, 27,538 homes, 97.8% radio, 26,932 radio homes.

2 AM affiliates, average 1-time rate

D	8.50	10.50	12.00	30.00	51.00	85.00
N	13.00	17.25	20.00	50.00	86.50	155.00

KSTT, 1kw, 1170kc, MBS, McKinney

D	5.00	6.00	12.00	20.00	30.00	50.00
N	8.00	12.00	20.00	40.00	65.00	130.00

WOC, 5kw, 1420kc, NBC, Free & Peters

D	12.00	15.00		40.00	72.00	120.00
N	18.00	22.50		60.00	108.00	180.00

WOC-FM, Chan. 279, 103.7mc, 47kw, Bonus
WOC-TV, Chan. 5, 22.9kw-aur.; 22.9kw-vis.; NBC Free & Peters

D	25.00	35.00	42.50	70.00	105.00	175.00
N	50.00	50.00	60.00	100.00	150.00	250.00

DECORAH, Winneshick, 5,771 homes, 96.5% radio, 5,569 radio homes.
KDEC, 250w, 1240kc, MBS, McKinney, Conlan

D	4.50	5.00	10.00	18.00	28.00	48.00
N	4.50	5.00	10.00	18.00	28.00	48.00

DES MOINES, Polk, 67,590 homes, 97.8% radio, 66,103 radio homes.

4 AM affiliates, average 1-time rate

D	15.50	22.75	32.75	56.25	85.00	140.00
N	28.75	40.00	53.50	91.00	149.00	265.00

2 AM non-affiliates, average 1-time rate

D	7.50	9.00	14.00	24.00	36.00	60.00
N	8.00	9.50	20.00	30.00	48.00	80.00

KCBC, 1kw, 1390kc, Forjoe

D	8.00	10.00		24.00	36.00	60.00
N	8.00	10.00		24.00	36.00	60.00

KCBC-FM, Chan. 231, 94.1mc, 1.5kw (See Transit Radio Listing)
KIOA, 10kw-D, 5kw-N, 940kc, MBS, Raymer, BMB

D	6.00	9.00	15.00	25.00	40.00	60.00
N	8.00	12.00	25.00	40.00	60.00	100.00

KRNT, 5kw, 1350kc, ABC, Katz, Hooper

D	12.00	18.00	24.00	40.00	60.00	100.00
N	16.00	24.00	30.00	50.00	100.00	200.00

KRNT-FM, Chan. 283, 104.5mc, 8kw, Katz, Bonus
KSO, 5kw, 1460kc, CBS

	SB	1M	5M	15M	30M	1 Hr
D		10.00	14.00	20.00	40.00	60.00	100.00
N		16.00	24.00	25.00	50.00	100.00	200.00

KSO-FM, Chan. 247, 97.3mc, 254kw (Rates not listed)
KWDM, 1kw, 1150kc

D	7.00	8.00	14.00	24.00	36.00	60.00
N	8.00	9.00	20.00	36.00	60.00	100.00

WHO, 50kw, 1040kc, NBC, Free & Peters, BMB

D	34.00	50.00	72.00	120.00	180.00	300.00
N	75.00	100.00	134.40	224.00	336.00	560.00

WHO-FM, Chan. 262, 100.3mc, 400kw

DUBUQUE, Dubuque, 17,793 homes, 97.2% radio, 17,295 radio homes.

2 AM affiliates, average 1-time rate

D	5.50	6.00	10.00	20.00	30.00	50.00
N	6.70	7.20	18.00	33.50	54.00	90.00

KDTH, 1kw, 1370kc, MBS, McKinney, Conlan

D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	20.00	35.00	60.00	100.00

KDTH-FM, Chan. 263, 100.5mc, 50kw, McKinney

N		4.00	10.00	20.00	36.00	50.00

WKBB, 250w, 1490kc, ABC, Meeker

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.40	6.40	16.00	32.00	48.00	80.00

WDBQ (FM), Chan. 277, 103.3mc, 15kw, Meeker, Bonus

FORT DODGE, Webster, 12,372 homes, 97.5% radio, 12,063 radio homes.
KVFD, 250w, 1400kc, MBS, McKinney, Conlan

D	5.00	6.00	10.00	20.00	28.00	48.00
N	6.00	7.00	16.00	32.00	48.00	80.00

KFMY (FM), Chan. 274, 102.7mc, 7.2kw, McKinney, Bonus

FORT MADISON, Lee, 12,506 homes, 95.7% radio, 11,968 radio homes.
KXGI, 500w-D, 1360kc, LBS

D	2.25	2.50	5.00	10.00	15.00	25.00
N	3.60	4.50	8.00	16.00	24.00	40.00

IOWA CITY, Johnson, 11,278 homes, 96.8% radio, 10,917 radio homes.
KXIC, 1kw-D, 800kc

D	8.75	8.75	10.50	21.00	35.00	56.00

KEOKUK, Lee, 12,506 homes, 95.7% radio, 11,968 radio homes.
KOKX, 1kw-D, 500w-N, 1310kc, Meeker

D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	20.00	40.00	60.00	100.00

KOKX-FM, Chan. 274, 102.7mc, 3.7kw, Meeker (Bonus guaranteed only on payment of FM fees)

D	3.00	4.00	6.00	12.00	18.00	30.00
N	4.00	5.00	10.00	20.00	30.00	50.00

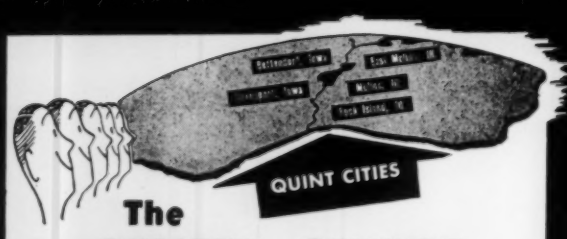
MARSHALLTOWN, Marshall, 10,282 homes, 97.8% radio, 10,056 radio homes.
KFJB, 250w, 1230kc, MBS

D	4.80	4.80	11.00	18.00	30.00	50.00
N	6.00	6.00	12.50	20.00	35.00	60.00

MASON CITY, Cerro Gordo, 13,620 homes, 97.5% radio, 13,280 radio homes.

2 AM affiliates, average 1-time rate

D	6.25	8.00	13.00	26.00	39.75	64.25
N	9.75	10.75	19.00	38.00	56.50	94.00



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KGLO, 5kw, 1300kc, CBS, Weed, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	10.50	10.50	18.50	37.00	55.50	92.50
N	14.00	14.00	28.00	56.00	84.00	140.00

KGLO-FM, Chan. 266, 101.1mc, 16kw, Weed, Bonus

KRIB, 250w, 1490kc, MBS, McKinney, Tall Corn

D	4.00	5.50	7.50	15.00	24.00	36.00
N	5.50	7.50	10.00	20.00	29.00	48.00

KSMN, 1kw-D, 1010kc, Rambeau

D	5.00	6.00	14.00	24.00	36.00	60.00

MUSCATINE, Muscatine, 9,609 homes, 96.7% radio, 9,292 radio homes.

KWPC, 250w-D, 860kc, McKinney, Conlan

D	4.00	5.00	9.00	18.00	30.00	50.00

KWPC-FM, Chan. 259, 99.7mc, 0.8kw, McKinney (Bonus daytime only)

N	2.40	3.00	6.40	11.52	19.20	32.00

OELWEIN, Fayette, 8,007 homes, 96.9% radio, 7,759 radio homes.

KOEL, 500w, 950kc

D	4.00	5.00	9.05	22.65	34.00	56.65
N	5.00	6.00	10.90	27.75	40.80	68.00

OSKALOOSA, Mahaska, 7,759 homes, 96.2% radio, 7,291 radio homes.

KBOE, 250w-D, 740kc, LBS, McGillvra

D		5.10	7.80	15.60	23.45	39.00
N		8.75	12.50	25.00	37.50	62.50

OTTUMWA, Wapello, 14,144 homes, 96.6% radio, 13,663 radio homes.

KBIZ, 250w, 1240kc, MBS

D	3.75			12.50	18.75	31.25
N	6.00			20.00	30.00	50.00

RED OAK, Montgomery, 4,775 homes, 97.5% radio, 4,656 radio homes.

KRAO, 500w-D, 1600kc
(No rates available)

SHENANDOAH, Page, 6,909 homes, 96.6% radio, 6,674 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.00	11.50	17.60	32.00	51.50	85.00
N	10.50	14.00	24.50	43.50	76.50	127.50

KFNF, 1kw-D, 500w-N, 920kc, MBS, Taylor

D	6.00	8.00	16.00	32.00	48.00	80.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KMA, 5kw, 960kc, Avery-Knodel, ABC, BMB, Conlan

D	10.00	15.00	19.20	32.00	55.00	90.00
N	15.00	20.00	33.00	55.00	105.00	175.00

SIOUX CITY, Woodbury, 29,855 homes, 96.8% radio, 28,900 radio homes.

2 AM affiliates, average 1-time rate

D	12.00	10.50	13.00	26.00	39.00	65.00
N	18.00	16.50	28.50	57.00	85.50	142.50

KCOM, 1kw, 620kc

D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	20.00	40.00	60.00	100.00

KSCJ, 5kw, 1360kc, ABC, Hollingbery

D	12.00	12.00	14.00	28.00	42.00	70.00
N	18.00	18.00	32.00	64.00	96.00	160.00

KSCJ-FM, Chan. 235, 94.9mc, 12kw, Hollingbery

D	1.80	1.80	2.40	4.80	7.20	12.00
N	3.60	3.60	4.80	9.60	14.40	24.00

KTRI, 5kw, 1470kc, MBS, Taylor, Conlan

D		9.00	12.00	24.00	36.00	60.00
N		15.00	25.00	50.00	75.00	125.00

SPENCER, Clay, 5,267 homes, 98.4% radio, 5,183 radio homes.

KICD, 250w, 1240kc, MBS, McKinney

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	20.00	30.00	50.00
N	6.00	7.00	16.00	32.00	48.00	80.00

STORM LAKE, Buena Vista, 6,169 homes, 98.4% radio, 6,070 radio homes.

KAYL, 250w-D, 990kc

D	3.90	4.85	9.35	18.70	31.20	52.00
N	6.00	7.50	13.50	27.00	45.00	75.00

KAYL-FM, Chan. 234, 101.5 mc, 8.9kw, Bonus daytime. (Night rates consult station manager)

WATERLOO, Black Hawk, 27,909 homes, 98.1% radio, 27,379 radio homes.

2 AM affiliates, average 1-time rate

D	10.25	11.25	23.00	46.00	75.00	125.00
N	17.50	18.50	41.00	77.00	120.50	205.00

KWWL, 5kw-D, 1kw-N, 1330kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	8.00	10.00	20.00	40.00	72.00	120.00
N	10.00	12.00	30.00	50.00	85.00	150.00

KXEL, 50kw, 1540kc, ABC, Avery-Knodel, Conlan

D	12.50	12.50	26.00	52.00	78.00	130.00
N	25.00	25.00	52.00	104.00	156.00	260.00

KXEL-FM, Chan. 289, 105.7mc, 18kw, Avery-Knodel

D				4.00	6.00	10.00
N				4.00	6.00	10.00

WEBSTER CITY, Hamilton, 5,781 homes, 98% radio, 5,665 radio homes.

KJFJ, 250w-D, 1570kc

D	3.00	5.00	10.00	20.00	30.00	50.00

* * *

MARKET INDICATORS FOR IOWA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,621,073	'50	2,538,268	'40
% of U. S.	1.7%	'50	1.93%	'40
Homes	755,969	'50	683,964	'40
Percent Radio	97.1%	'50	90.2%	'40
Radio Homes	734,046	'50	617,006	'40
Retail Sales	$2,652,048,000	'50	2,553,851,000	'48
Retail Trade Employes	126,350	'48	92,137	'39
Wholesale Sales Volume	$3,323,533,000	'48	790,500,000	'39
Wholesale Trade Employes	34,801	'48	24,548	'39

(Continued on page 62)

market? **MASON CITY IOWA** Northern Iowa — Southern Minn. are wealthiest (per capita) markets in U. S.

station? **kglo** 1300 KC, 5000 Watts full time — CBS affiliate.

coverage? **kglo** Check Hooper below — KGLO dominates with twice as many listeners as all other stations combined.

HOOPER *RADIO* AUDIENCE INDEX

City: Mason City, Iowa • Total Coincidental Calls This Period: 6,217 • Period: Fall, 1950

SHARE OF *RADIO* AUDIENCE

TIME	RADIO SETS IN USE	KGLO (CBS)	A	B	C	D	E	OTHER AM&FM	HOMES CALLED
MON. THRU FRI. 8:00 A.M. — 10:00 A.M.	23.5	65.7	18.0	*	7.1	2.9	3.3	2.9	1,258
MON. THRU FRI. 10:00 A.M. — 12:00 N.	17.4	80.6	8.8	0.6	4.1	2.4	2.4	1.2	1,275
MON. THRU FRI. 8:00 A.M. — 12:00 N.	20.5	71.9	14.2	0.2	5.9	2.7	2.9	2.2	2,533
MON. THRU FRI. 12:00 N. — 3:00 P.M.	26.5	77.9	9.6	*	5.8	2.4	2.9	1.4	949
MON. THRU FRI. 3:00 P.M. — 6:00 P.M.	20.1	72.3	14.8	*	(8.2†)	0.6	2.6	3.2	958
MON. THRU FRI. 12:00 N. — 6:00 P.M.	23.3	75.5	11.8	*	(6.7†)	1.7	2.8	2.2	1,907
SUN. THRU SAT. 6:00 P.M. — 8:00 P.M.	41.7	70.2	13.6	2.0		2.6	10.3	1.3	876
SUN. THRU SAT. 8:00 P.M. — 10:00 P.M.	35.6	67.2	16.4	*		0.4	13.8	2.2	901
SUN. THRU SAT. 6:00 P.M. — 10:00 P.M.	38.5	68.8	14.9	1.1		1.6	11.9	1.8	1,777

† Adjusted to compensate for the fact that Radio Station signs off at 5:30 P. M. in October.
* No listeners found in sample.

"SHARE OF RADIO AUDIENCE" represents the proportion of the total radio audience listening to a particular station. Base for "RADIO SETS IN USE" is "Total Homes Called."

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Lee STATIONS

kglo
IN ITS 15TH YEAR OF SERVING AND SELLING

For availabilities write or call
Walter Rothschild, Nat'l. Sales Mgr.
Lee Stations, Quincy, Illinois

Affiliated with WTAD, Quincy, Illinois — Represented by Weed & Company

MARKET INDICATORS FOR IOWA

(Continued from page 61)

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Manufacturing Employment (Mid-March)	.....	..	140,179	'47
Manufacturing Taxable Payrolls (1st Quarter)	.....	..	$84,846,000	'47
Income	$3,301,000,000	'49	1,233,000,000	'40
Percent distribution	1.67%	'49	1.63%	'40
Per Capita Income	$ 1,292	'49	485	'40
Percent of national per capita income	97%	'49	84%	'40
New Construction (Private)	$ 213,900,000	'47	70,400,00	'39
Residential	$ 49,900,000	'47	23,700,000	'39
Non-Residential	$ 54,800,000	'48	12,700,000	'39
Automobile Registration	1,072,290	'50	897,755	'48
Telephones	824,400	'50	606,500	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

IOWA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qr. 1948 ($000)
Adair	12,266	13,196	3,725	3,602	96.7	3,222	8,951	15,002*	687	250
Adams	8,745	10,156	2,690	2,620	97.1	2,491	6,233	9,295,225	460	170
Allamakee	16,353	17,184	4,549	4,349	95.6	3,665	15,641	13,559*	1,378	546
Appanoose	19,659	24,245	6,465	6,116	94.6	5,544	13,786	7,617*	2,343	1,052
Audubon	11,575	11,790	3,375	3,277	97.1	2,790	12,542	18,637*	840	397
Benton	22,643	22,879	6,660	6,480	97.3	5,762	19,720	33,160*	1,416	582
Black Hawk	99,580	79,946	27,909	27,379	98.1	21,084	115,776	19,074,345	30,837	19,753
Boone	27,944	29,782	8,098	7,904	97.6	7,043	23,406	18,023,634	2,547	1,142
Bremer	18,843	17,932	5,255	5,092	96.9	4,332	20,227	17,141*	1,851	886
Buchanan	21,666	20,991	5,704	5,510	96.6	4,655	16,780	15,627,842	1,757	670
Buena Vista	21,090	19,838	6,169	6,070	98.4	5,054	24,912	29,439*	2,529	1,253
Butler	17,328	17,986	5,061	4,904	96.9	4,328	17,044	22,535*	1,009	397
Calhoun	16,890	17,584	5,085	4,978	97.9	4,398	14,666	26,714*	1,652	948
Carroll	22,977	22,770	6,065	5,950	98.1	5,216	28,230	25,401*	2,421	1,098
Cass	18,532	18,647	5,681	5,511	97.0	4,773	22,105	20,669*	1,823	820
Cedar	17,734	16,884	5,010	4,855	96.9	4,087	16,348	24,963,164	1,077	487
Cerro Gordo	45,648	43,845	13,620	13,280	97.5	10,721	58,919	17,025,183	10,451	5,879
Cherokee	19,031	19,258	4,837	4,735	97.9	4,174	18,398	31,846*	1,771	784
Chickasaw	15,169	15,227	4,133	3,988	96.5	3,510	15,889	14,358*	892	340
Clarke	9,344	10,233	3,001	2,860	95.3	2,450	8,262	8,130*	630	251
Clay	18,031	17,762	5,267	5,183	98.4	4,395	26,442	26,572*	2,493	1,222
Clayton	22,490	24,334	6,677	6,417	96.1	5,504	18,549	17,865,147	1,688	588
Clinton	49,436	44,722	14,210	13,869	97.6	11,313	55,179	30,988*	10,448	5,926
Crawford	19,696	20,538	5,449	5,286	97.0	4,708	17,374	22,319,258	1,263	486
Dallas	23,658	24,649	7,342	7,151	97.4	6,380	23,382	25,134*	2,452	1,166
Davis	9,898	11,136	3,190	2,995	93.9	2,430	5,073	6,005,518	616	197
Decatur	12,545	14,012	3,870	3,669	94.8	3,060	8,359	8,343*	572	201
Delaware	17,709	18,487	4,964	4,810	96.9	4,246	12,718	17,732,954	1,166	443
Des Moines	42,056	36,804	12,328	11,884	96.4	9,523	45,664	14,067*	10,319	5,829
Dickinson	12,746	12,185	6,567	6,429	97.9	2,946	13,426	13,659*	1,105	438
Dubuque	71,294	63,768	17,793	17,295	97.2	14,322	78,881	21,771*	18,856	11,812
Emmet	14,102	13,406	3,939	3,809	96.7	3,121	14,530	16,237*	1,945	991
Fayette	28,228	29,151	8,007	7,759	96.9	6,906	24,838	19,042,458	2,574	1,039
Floyd	21,457	20,169	6,206	6,051	97.5	5,046	19,415	14,674,032	4,550	2,712
Franklin	16,287	16,379	4,698	4 576	97.4	3,995	14,450	25,151*	1,325	634
Fremont	12,302	14,645	4,017	3,892	96.9	3,464	9,612	12,575,960	673	271
Greene	15,613	16,599	4,726	4,617	97.7	4,262	15,004	17,104,471	1,190	480
Grundy	13,683	13,518	4,000	3,944	98.6	3,384	11,865	18,515,033	892	440
Guthrie	15,156	17,210	4,767	4,605	96.6	4,074	11,854	29,157*	918	329
Hamilton	19,659	19,922	5,781	5,665	98.0	4,925	18,925	24,003*	2,495	1,228
Hancock	15,079	15,402	4,161	4,078	98.0	3,568	12,280	18,185,483	911	369
Hardin	22,189	22,530	6,842	6,685	97.7	5,555	28,071	24,625*	2,329	1,088
Harrison	19,508	22,767	5,802	5,512	95.0	4,857	16,256	21,755*	1,292	493
Henry	1,297	17,994	5,217	5,014	96.1	4,099	15,369	12,005,087	1,365	577
Howard	13,105	13,531	3,641	3,488	95.8	3,024	12,215	11,628*	793	293
Humboldt	13,045	13,459	3,693	3,612	97.8	3,060	12,200	14,490,246	974	459
Ida	10,710	11,047	3,100	3,038	98.0	2,711	12,411	18,264,184	790	346
Iowa	15,838	17,016	4,514	4,383	97.1	4,031	15,374	17,874,387	1,651	786
Jackson	18,627	19,181	5,380	5,170	96.1	4,407	16,459	17,141*	1,391	556
Jasper	32,235	31,496	9,453	9,198	97.3	7,843	27,885	21,256,892	6,896	4,448
Jefferson	15,451	15,762	4,824	4,631	96.0	3,836	13,226	10,277*	2,308	1,341
Johnson	45,591	33,191	11,278	10,917	96.8	8,117	43,393	26,753*	4,984	2,161
Jones	19,405	19,950	5,292	5,112	96.6	4,434	18,566	22,855,109	1,622	645
Keokuk	16,757	18,406	5,432	5,247	96.6	4,707	15,256	17,380*	1,155	451
Kossuth	26,181	26,630	6,800	6,623	97.4	5,772	24,671	39,191*	1,997	898
Lee	43,002	41,074	12,506	11,968	95.7	9,611	36,060	11,456*	10,761	6,861
Linn	103,711	89,142	30,721	29,953	97.5	23,922	121,643	22,167,098	27,697	17,336
Louisa	10,878	11,384	3,384	3,255	96.2	2,682	11,896	15,064*	774	340
Lucas	12,065	14,571	3,909	3,760	96.2	3,548	12,582	8,039*	1,389	565
Lyon	14,747	15,374	3,880	3,767	97.1	3,236	12,001	20,051,237	855	311
Madison	13,152	14,525	4,118	3,933	95.5	3,430	11,234	11,888,876	849	382
Mahaska	24,609	26,485	7,579	7,291	96.2	6,687	24,439	20,173*	3,074	1,440
Marion	25,880	27,019	7,334	7,107	96.9	6,125	17,939	14,831*	2,516	1,022
Marshall	35,484	35,406	10,282	10,056	97.8	8,934	41,716	26,009*	6,863	4,296
Mills	14,040	15,064	3,592	3,448	96.0	3,046	10,845	12,148,049	897	431
Mitchell	13,931	14,121	3,914	3,773	96.4	3,323	14,601	17,915*	965	442
Monona	16,287	18,238	4,736	4,509	95.2	3,874	13,409	19,198*	1,112	498
Monroe	11,788	14,553	3,707	3,540	95.5	3,174	7,882	7,546*	832	338
Montgomery	15,594	15,697	4,775	4,656	97.5	4,131	16,994	12,205,138	1,868	867
Muscatine	32,987	31,296	9,609	9,292	96.7	8,210	36,187	14,455,372	7,089	3,512
O'Brien	18,958	19,293	5,387	5,285	98.1	4,689	21,687	22,802,547	1,806	726
Osceola	10,158	10,607	2,772	2,700	97.4	2,380	9,822	13,194,252	804	374
Page	23,885	24,887	6,909	6,674	96.6	5,772	33,710	19,054,694	3,432	1,636
Palo Alto	15,284	16,170	4,087	3,981	97.4	3,498	14,486	22,784*	1,041	432
Plymouth	23,277	23,502	6,258	6,077	97.1	5,249	24,346	32,801,178	1,604	687
Pocahantas	15,450	16,266	4,314	4,241	98.3	3,815	13,275	26,548*	1,315	619
Polk	224,920	195,835	67,590	66,103	97.8	51,022	264,627	18,144*	67,927	41,555
Pottawattamie	69,373	66,756	19,714	19,044	96.6	16,259	62,617	45,619*	7,229	3,862
Poweshiek	19,261	18,758	5,326	5,198	97.6	4,808	17,704	17,085,772	1,842	784
Ringgold	9,529	11,137	3,042	2,908	95.6	2,617	6,181	8,593,264	544	198
Sac	17,295	17,639	5,177	5,063	97.8	4,320	16,749	27,425*	1,402	619
Scott	99,879	84,748	27,538	26,932	97.8	22,303	116,424	21,550*	28,942	18,673
Shelby	15,904	16,720	4,283	4,159	97.1	3,783	15,220	20,641,135	1,095	508
Sioux	26,075	27,209	6,906	6,678	96.7	5,659	24,777	40,938*	1,961	840
Story	43,692	33,434	11,800	11,611	98.4	2,438	39,621	28,202*	4,031	1,866
Tama	21,646	22,428	6,398	6,232	97.4	5,570	21,340	26,190*	1,655	721
Taylor	12,413	14,258	3,999	3,835	95.9	3,440	7,864	12,405*	613	225
Union	15,436	16,280	4,850	4,675	96.4	4,142	15,032	4,673,369	1,639	658
Van Buren	10,988	12,053	3,634	3,481	95.8	2,997	6,740	8,622*	504	159
Wapello	46,744	44,280	14,144	13,663	96.6	11,249	43,363	7,988,542	12,299	7,161
Warren	17,746	17,695	5,277	5,055	95.8	4,195	11,108	13,648*	782	344
Washington	19,521	20,055	5,709	5,503	96.4	4,909	22,370	19,688,588	2,070	891
Wayne	11,709	13,308	3,963	3,808	96.1	3,341	8,069	8,338*	580	194
Webster	44,118	41,521	12,372	12,063	97.5	10,444	52,150	29,527*	9,255	5,313
Winnebago	13,439	13,972	3,638	3,551	97.6	3,047	14,471	12,325,571	1,045	482
Winneshick	21,644	22,263	5,771	5,569	96.5	4,959	16,814	21,020*	1,675	696
Woodbury	103,959	103,627	29,855	28,900	96.8	25,208	125,745	37,019*	27,957	16,008
Worth	11,033	11,449	3,050	2,968	97.3	2,629	8,068	12,017,776	455	172
Wright	19,636	20,038	5,840	5,729	98.1	4,967	19,303	18,287,079	1,740	812

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*) Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

99 MILLION

$30,000,000 Over 160,000

POPULATION 3,645,715

"in 40% less

91.5%

HOOPERATINGS

30 days hath September

100μμf

competition by a
Station B, 5 to 1

	B	C	Other
23.3	50.8	25.3	23.8	0.1
23.3	64.9	19.1	15.7	0.3
38.1	74.4	13.1	11.9	0.6
40.8	67.5	9.1	20.4	3.1

5000 watts

BUTTERFIELD 8

600 Kilocycles

No. 1

15' 7 3/4"

+19.0
− 4.3
++
+77.7
− 0.4

30¢ U.S. and CANADA

44 out of 48 daytime quarter hours

$4

*$204,800.93

of 45

ONLY 10

To a Time-Buyer Up to His Ears in Statistics

We have nothing against the mathematical approach. It serves a purpose and it serves it well—and using slide rule, Comptometer, abacus, or counting on our fingers, we can prove that WMT is an excellent buy in an excellent market. But . . .

But figures can't measure the entelechy of a station. How do you weigh the rapport which prompts a listener to report that his day isn't over until he hears "good night" from WMT? How do you measure the co-operative spirit which motivates WMT listeners? In the last March of Dimes drive our 270-lb. sports director wanted to raise his weight in dimes—$1900 in folding money. *Listeners contributed five times his weight.*

How do you score the community spirit which causes listeners to depend on WMT for help? During a recent baling wire (for hay) shortage WMT broadcast a plea for the stuff—and served as a clearing house to enable have-nots to get it from haves.

What's our entelechy? It's public service and farm service; It's market reports and sports news—not just the big press wire dope, but also what we dig up ourselves about local games. It's frost-warnings and storm-signals. It's national and international—and *county* and *township*—news. It's bigtime CBS programming—and around-the-corner square dances. It's the high regard which makes Eastern Iowans say, "I was brought up on WMT." It's beyond statistics.

5000 WATTS
600 KC
DAY & NIGHT

WMT
CEDAR RAPIDS

BASIC COLUMBIA
NETWORK

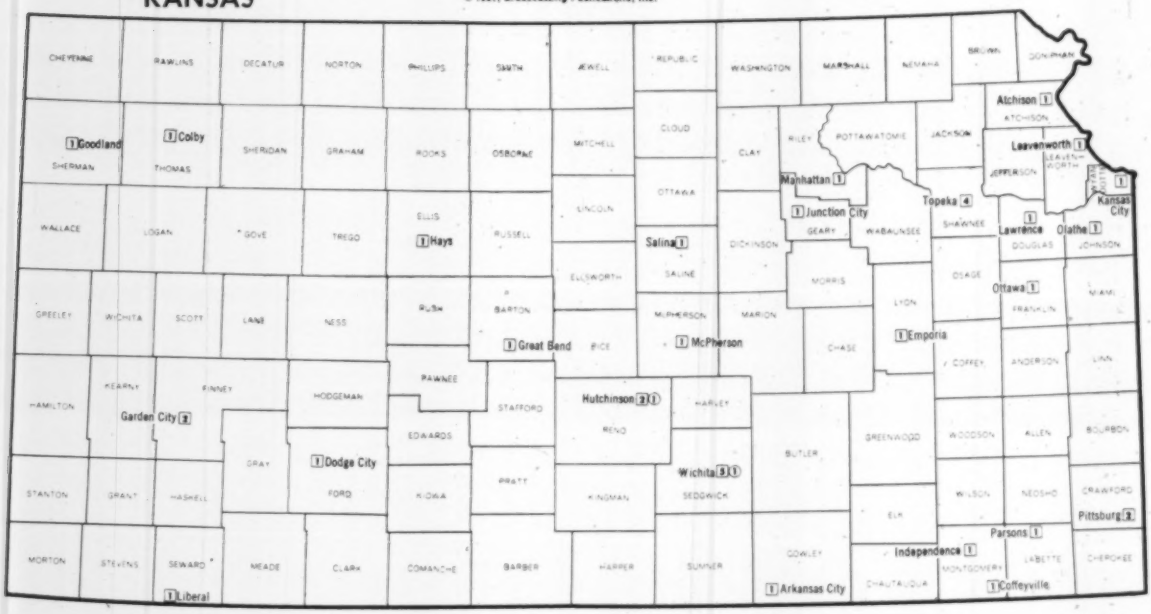
Represented Nationally by the Katz Agency

BROADCASTING & TELECASTING
MARKETBOOK MAP
of
KANSAS

1 Location of City and number of Standard (AM) Broadcasting Stations
2 Number of FM Broadcasting Stations
3 Number of Telecasting Stations

MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT
© 1951, Broadcasting Publications, Inc.

Scale of Miles
25 50 75 100



KEYNOTE to SALES
in TOPEKA

WREN
ABC
5000 WATTS
WEED & CO. NATIONAL REPRESENTATIVES

KANSAS

SPOT RATE FINDER

ARKANSAS CITY, Cowley, 11,400 homes, 95.3% radio, 10,864 radio homes.
KSOK, 1kw-D, 1280kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	8.40	13.45	20.15	34.00

ATCHISON, Atchison, 6,151 homes, 95.3% radio, 5,862 radio homes.
KARE, 1kw, 1470kc, Rambeau

D	7.50	7.50	12.00	24.00	36.00	60.00
N	7.50	7.50	12.00	24.00	36.00	60.00

COFFEYVILLE, Montgomery, 15,169 homes, 93.5% radio, 14,183 radio homes.
KGGF, 10kw-D, 5kw-N, 690kc, ABC, Weed, Conlan, BMB

D	9.00	9.00	18.00	30.00	50.00	90.00
N	12.00	12.00	22.00	40.00	72.00	120.00

COLBY, Thomas, 2,266 homes, 96.1% radio, 2,178 radio homes.
KXXX, 5kw-D, 790kc, H-R Reps, BMB

D	12.00	24.00	48.00	72.00	120.00
N	15.00	30.00	60.00	90.00	150.00

DODGE CITY, Ford, 5,826 homes, 95.9% radio, 5,587 radio homes.
KGNO, 1kw-D, 250w-N, 1370kc, Hagg

D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00

EMPORIA, Lyon, 8,154 homes, 95.2% radio, 7,763 radio homes.
KTSW, 250w, 1400kc, MBS, Conlan

D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00

GARDEN CITY, Finney, 4,262 homes, 93.5% radio, 3,985 radio homes.
KGAR, 1kw-D, 1050kc

D	7.50	11.00	16.00	25.00	42.50	70.00

KIUL, 250w, 1240kc, MBS

D	4.30	6.50	9.50	17.00	26.50	45.00
N	4.30	6.50	9.50	17.00	26.50	45.00

GOODLAND, Sherman, 2,224 homes, 92.8% radio, 2,064 radio homes.
KWGB, 1kw-D, 730kc

D	5.00	7.50	14.00	28.00	42.00	70.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

GREAT BEND, Barton, 8,591 homes, 96.2% radio, 8,265 radio homes.
KVGB, 5kw, 1590kc, MBS, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	9.00	20.00	30.00	45.00
N	8.00	8.00	15.00	30.00	45.00	75.00

HAYS, Ellis, 4,853 homes, 94.7% radio, 4,596 radio homes.
KAYS, 250w, 1400kc, LBS

D	3.50	4.25	10.00	15.00	25.00	40.00
N	4.50	5.25	13.50	22.00	35.00	50.00

HUTCHINSON, Reno, 16,729 homes, 95.9% radio, 16,043 radio homes.
KWBW, 250w, 1450kc, NBC, Conlan

D	5.00	6.00	10.00	18.00	30.00	50.00
N	7.00	9.00	15.00	25.00	40.00	75.00

KWBW-FM, Chan. 226, 93.1mc, 1kw, Bonn
KWHK, 1kw-D, 1190kc, McKinney, Griffin (CP 1 kw-D, 500w, 1260kc)

D	5.00	8.50	12.50	20.00	30.00	50.00
N	6.00	9.00	15.00	24.00	36.00	60.00

INDEPENDENCE, Montgomery, 15,169 homes, 93.5% radio, 14,183 radio homes.
KIND, 250w-D, 1010kc, Conlan, LBS

D	1.50	2.25	3.00	6.00	9.00	15.00
N	2.00	3.00	4.00	8.00	12.00	20.00

JUNCTION CITY, Geary, 5,833 homes, 96.7% radio, 5,641 radio homes.
KJCK, 1kw-D, 1420, Holman

D	5.00	6.00	10.00	20.00	30.00	50.00

LAWRENCE, Douglas, 9,257 homes, 95.2% radio, 8,813 radio homes.
KLWN, 500w-D, 1320kc

D		6.00	10.00	20.00	30.00	50.00

LEAVENWORTH, Leavenworth, 10,789 homes, 95.2% radio, 10,271 radio homes.
KCLO, 500w-D, 1410kc

D	3.44	5.00	8.75	15.00	29.96	46.00

LIBERAL, Seward, 2,964 homes, 94.8% radio, 2,810 radio homes.
KSCB, 1 kw-D, 1270kc, Best

D	4.25	6.00	10.50	18.75	33.00	60.00

MANHATTAN, Riley, 7,987 homes, 96.1% radio, 7,676 radio homes.
KMAN, 500w-D, 1350kc

D	3.50	5.00	8.00	15.00	27.00	50.00

KANSAS RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Allen	18,162	19,874	5,836	5,427	93.0	4,430	15,397	5,697*	2,811	1,351
Anderson	10,265	11,658	3,280	3,011	91.8	2,430	7,337	6,381*	752	294
Atchison	21,433	22,222	6,151	5,862	95.3	5,109	16,465	9,004*	3,454	1,850
Barber	8,500	9,073	2,872	2,740	95.4	2,039	8,932	11,134*	805	357
Barton	29,843	25,010	8,591	8,265	96.2	5,763	35,891	14,949*	5,036	2,865
Bourbon	19,121	20,944	6,270	5,806	92.6	4,764	15,192	7,640*	2,580	1,105
Brown	14,659	17,395	4,925	4,694	95.3	4,142	14,130	15,616*	1,277	491
Butler	30,808	32,013	9,696	9,211	95.0	7,391	26,728	14,225*	4,557	2,747
Chase	4,822	6,345	1,678	1,572	93.7	1,356	3,254	8,349*	339	116
Chautauqua	7,373	9,233	2,575	2,379	92.4	1,754	5,533	3,296*	586	223
Cherokee	25,053	29,817	8,273	7,619	92.1	6,325	14,359	4,812*	3,288	1,813
Cheyenne	5,655	6,221	1,678	1,582	94.3	1,151	6,703	8,200*	386	154
Clark	3,937	4,081	1,238	1,169	94.4	880	4,075	7,456*	460	247
Clay	11,756	13,281	3,888	3,740	96.2	3,365	11,455	9,808*	1,094	398
Cloud	15,967	17,247	2,140	2,035	95.1	3,974	16,654	9,893*	2,063	877
Coffey	10,358	12,278	3,448	3,214	93.2	2,596	7,529	8,184*	590	206
Comanchee	3,882	4,412	1,231	1,177	95.6	1,023	3,692	7,178*	269	98
Cowley	36,821	38,139	11,400	10,864	95.3	9,164	33,705	11,775*	5,024	2,501
Crawford	40,199	44,191	13,407	12,656	94.4	10,881	35,431	5,894*	7,014	3,939
Decatur	6,180	7,434	2,120	1,999	94.3	1,453	5,984	7,276*	369	149
Dickinson	20,973	22,929	6,786	6,542	96.4	5,698	19,490	14,075*	2,945	1,305
Doniphan	10,507	12,936	3,445	3,225	93.6	2,611	5,204	9,471*	322	119
Douglas	34,016	25,171	9,257	8,813	95.2	6,609	27,942	8,295*	4,378	1,995
Edwards	5,927	6,377	1,904	1,807	94.9	1,446	5,737	13,055*	469	185
Elk	6,648	8,180	2,295	2,141	93.3	1,694	3,723	4,161*	397	143
Ellis	18,972	17,508	4,853	4,596	94.7	3,071	20,071	9,523*	2,047	922

(Continued on page 66)

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

* * *

McPHERSON, McPherson, 7,128 homes, 95.9% radio, 6,836 radio homes.

KNEX, 250w-D, 1540kc

	SB	1M	5M	15M	30M	1 Hr
D	3.25	4.35	9.10	15.60	27.30	45.50

OLATHE, Johnson, 18,372 homes, 96.8% radio, 17,784 radio homes.

KPRS, 1kw-D, 1590kc, LBS, Continental

D	8.00	12.00	24.00	48.00	72.00	120.00
N	8.00	12.00	24.00	48.00	72.00	120.00

OTTAWA, Franklin, 6,294 homes, 94.5% radio, 5,948 radio homes.

KOFO, 250w-D, 1220kc

D		5.75	23.00	34.50	46.00	55.25

PARSONS, Labette, 9,094 homes, 94.1% radio, 8,557 radio homes.

KLKC, 250w-D, 1540kc

D	3.00	4.00	8.00	16.00	24.00	40.00

PITTSBURG, Crawford, 13,407 homes, 94.4% radio, 12,656 radio homes.

2 AM affiliates, average 1-time rate

D	7.70	7.70	16.40	27.00	46.20	77.00
N	9.60	9.60	19.25	31.75	54.75	91.25

* * *

KOAM, 10kw-D, 5kw-N, 860kc, NBC, Pearson, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	11.40	11.40	22.80	38.00	68.40	114.00
N	15.20	15.20	28.50	47.50	85.50	142.50

KSEK, 250w, 1340kc, LBS, Cooke, Conlan

D	4.00	4.00	10.00	16.00	24.00	40.00
N	4.00	4.00	10.00	16.00	24.00	40.00

SALINA, Salina, 10,471 homes, 97.1% radio, 10,167 radio homes.

KSAL, 5kw, 1150kc, MBS, Pearson, Conlan

D	7.20	7.20	15.00	24.00	40.00	72.00
N	9.00	9.00	18.00	30.00	45.00	75.00

TOPEKA, Shawnee, 31,682 homes, 96.7% radio, 30,636 radio homes.

3 AM affiliates, average 1-time rate

D	12.70	14.70	26.70	43.22	77.80	129.67
N	15.00	20.00	28.50	57.10	92.00	153.33

KJAY, 5kw-D, 1kw-N, 1440kc, Young, Conlan

D	8.00	8.00	12.00	25.00	50.00	80.00
N	10.00	10.00	17.00	35.00	70.00	120.00

KTOP, 250w, 1490kc, MBS, Ra-Tel

D	6.00	7.50	12.00	20.00	36.00	60.00
N	6.00	7.50	12.00	20.00	36.00	60.00

* * *

WIBW, 5kw, 580kc, CBS, Capper, Whan

	SB	1M	5M	15M	30M	1 Hr
D	22.50	27.00	52.50	75.00	135.00	225.00
N	27.00	40.50	54.00	108.00	162.00	270.00

WREN, 5kw, 1250kc, ABC, Weed, Hooper

D	9.60	9.60	15.60	34.66	62.40	104.00
N	12.00	12.00	19.50	43.30	78.00	130.00

WICHITA, Sedgwick, 69,138 homes, 96.5% radio, 66,718 radio homes.

5 AM affiliates, average 1-time rate

D	9.80	11.70	18.43	33.40	50.10	83.50
N	16.20	18.00	30.45	52.40	80.60	137.00

KAKE, 250w, 1240kc, MBS, Radio Reps, Hooper

D	7.50	10.00	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

* * *

KANS, 5kw-D, 1kw-N, 1480kc, NBC, Taylor, BMB

	SB	1M	5M	15M	30M	1 Hr
D	9.00	11.00	15.00	24.00	36.00	60.00
N	15.00	17.50	25.00	40.00	60.00	100.00

KFBI, 10kw-D, 1kw-N, 1070kc, ABC, Avery-Knodel, BMB, Hooper, Conlan

D	10.00	15.00	25.00	50.00	75.00	125.00
N	16.00	20.00	35.00	60.00	100.00	180.00

KFH, 5kw, 1330kc, CBS, Petry

D	15.00	15.00	28.15	45.00	67.50	112.50
N	30.00	30.00	56.25	90.00	135.00	225.00

KFH-FM, Chan. 262, 100.3mc, 11kw, Petry, Bonus

KWBB, 1kw, 1410kc, LBS

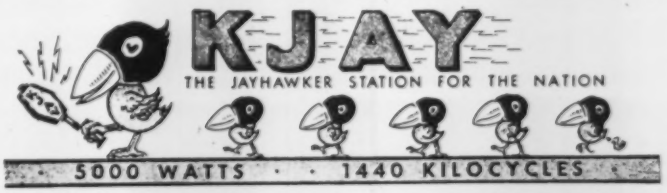
D	7.50	7.50	12.00	24.00	36.00	60.00
N	10.00	10.00	16.00	32.00	48.00	80.00

* * *

MARKET INDICATORS FOR KANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,905,299	'50	1,801,028	'40
% of U. S.	1.3%	'50	1.36%	'40
Homes	577,923	'50	496,101	'40
Percent Radio	95.3%	'50	83.0%	'40
Radio Homes	550,761	'50	411,984	'40
Retail Sales	$1,739,813,000	'50	1,683,517,000	'48
Retail Trade Employes	87,154	'48	58,256	'39
Wholesale Sales Volume	$2,042,616,000	'48	427,700,000	'39
Wholesale Trade Employes	22,780	'48	15,157	'39
Manufacturing Employment (Mid-March)			73,954	'47
Manufacturing Taxable Payrolls (1st Quarter)			$47,508,000	'47
Income	$2,291,000,000	'49	757,000,000	'40
Percent distribution	1.16%	'49	1%	'40
Per Capita Income	$ 1,210	'49	422	'40
Percent of national per capita income	91%	'49	73%	'40
New Construction (Private)	$ 163,800,000	'47	40,300,000	'39
Residential	$ 45,100,000	'47	11,000,000	'39
Non-Residential	$ 40,100,000	'48	6,100,000	'39
Automobile Registration	853,462	'50	758,149	'48
Telephones	594,200	'50	417,200	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.



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KANSAS RADIO MARKET DATA BY COUNTIES

(Continued from page 65)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Ellsworth	8,427	9,855	2,743	2,633	96.0	2,174	7,850	8,585*	873	371
Finney	15,105	10,092	4,262	3,985	93.5	2,120	25,128	12,054*	2,191	1,137
Ford	19,694	17,254	5,826	5,587	95.9	3,806	32,160	20,802*	3,266	1,678
Franklin	19,879	20,889	6,294	5,948	94.5	4,811	17,506	8,803*	2,534	1,063
Geary	19,057	15,222	5,833	5,641	96.7	3,104	15,507	3,618*	1,764	759
Gove	4,424	4,793	1,181	1,089	92.2	748	4,097	5,401*	196	64
Graham	5,018	6,071	1,492	1,368	91.7	1,003	4,357	5,977*	268	96
Grant	4,654	1,946	1,296	1,223	94.4	348	5,067	4,248*	(1) 931	(1) 589
Gray	4,884	4,773	1,364	1,293	94.8	847	4,478	14,747*	261	123
Greeley	2,013	1,638	556	525	94.4	310	2,717	2,235*	(2) 424	(2) 171
Greenwood	13,565	16,495	4,466	4,167	93.3	3,486	13,251	9,432*	1,134	443
Hamilton	3,662	2,645	1,078	1,005	93.2	529	4,908	5,031*	(3) 715	(3) 304
Harper	10,249	12,068	3,471	3,318	95.6	2,866	10,149	12,797*	949	382
Harvey	21,604	21,712	6,509	6,262	96.2	5,063	21,176	11,479*	2,510	1,202
Haskell	2,564	2,088	744	706	94.9	424	2,622	7,528*	(1)	(1)
Hodgeman	3,308	3,535	926	875	94.5	656	3,253	12,456*	121	40
Jackson	11,096	13,382	3,637	3,382	93.0	2,783	8,304	7,369*	613	233
Jefferson	11,088	12,718	3,758	3,484	92.7	2,541	7,123	8,558*	530	192
Jewell	9,702	11,970	3,199	2,991	93.5	2,554	5,363	11,058*	497	156
Johnson	61,466	33,327	18,372	17,784	96.8	8,279	24,758	9,788*	2,788	1,326
Kearney	3,575	2,525	948	910	96.0	493	3,313	4,898*	(3)	(3)
Kingman	10,326	12,001	3,151	3,003	95.3	2,655	8,554	12,649*	710	285
Kiowa	4,750	5,112	1,484	1,426	96.1	1,123	4,993	9,096*	329	160
Labette	29,182	30,352	9,094	8,557	94.1	7,002	24,155	6,622*	3,217	1,348
Lane	2,810	2,821	806	777	96.4	591	3,458	5,109*	(4) 658	(4) 308
Leavenworth	41,600	41,112	10,789	10,271	95.2	7,546	23,542	7,152*	3,849	1,895
Lincoln	6,618	8,338	2,160	2,058	95.3	1,788	4,903	10,444*	447	138
Linn	10,015	11,969	3,360	3,058	91.0	2,208	5,871	6,187*	546	171
Logan	4,199	3,688	1,239	1,162	93.8	712	5,631	4,185*	(5) 500	(5) 188
Lyon	26,427	26,424	8,154	7,763	95.2	6,186	27,505	13,141*	3,423	1,438
McPherson	23,520	24,152	7,128	6,836	95.9	5,586	24,507	17,440*	3,406	1,802
Marion	16,286	18,951	5,012	4,771	95.2	4,011	14,794	11,987*	1,218	458
Marshall	17,899	20,986	5,868	5,598	95.4	4,779	14,937	14,739*	1,568	618
Meade	5,707	5,522	1,682	1,584	94.2	1,060	6,486	11,811*	491	199
Miami	19,651	19,489	5,651	5,289	93.6	4,144	12,684	7,150*	1,468	581
Mitchell	10,299	11,339	3,332	3,165	95.0	2,599	13,256	10,075*	947	359
Montgomery	46,517	49,729	15,169	14,183	93.5	11,565	43,387	5,125*	8,881	4,453
Morris	8,488	10,363	2,917	2,765	94.8	2,334	6,105	7,126*	564	209
Morton	2,606	2,186	786	723	92.0	406	3,562	3,723*	(6) 359	(6) 158
Nemaha	14,323	16,761	4,331	4,114	95.0	3,466	11,250	13,664*	951	382
Neosho	20,438	22,210	6,378	5,970	93.6	4,954	17,180	5,646*	2,360	1,031
Ness	6,296	6,864	1,854	1,746	94.2	1,321	5,996	11,904*	291	111
Norton	8,765	9,831	2,719	2,501	92.0	1,848	9,508	6,645*	732	286
Osage	12,788	15,118	4,410	4,141	93.9	3,392	7,823	10,608*	650	228
Osborne	8,539	9,835	2,890	2,754	95.3	2,220	8,157	11,001*	841	300
Ottawa	7,169	9,224	2,471	2,375	96.1	2,294	5,542	10,195*	481	161
Pawnee	11,055	10,300	2,735	2,617	95.7	2,073	11,412	17,695*	976	456
Phillips	9,260	10,435	3,157	2,964	93.9	2,133	7,842	7,350*	657	296
Pottawatomie	12,323	14,015	3,783	3,579	94.6	2,954	10,412	9,294*	676	265
Pratt	12,128	12,348	3,930	3,792	96.5	2,897	14,455	12,846*	1,458	687
Rawlins	5,701	6,618	1,727	1,641	95.0	1,340	5,852	8,465*	436	159
Reno	53,992	52,165	16,729	16,043	95.9	12,483	59,888	21,797*	10,507	5,835
Republic	11,413	13,124	3,953	3,712	93.9	2,974	7,796	9,299*	765	294
Rice	15,593	17,213	4,840	4,675	96.6	4,291	13,848	12,988*	1,918	954
Riley	33,574	20,617	7,987	7,676	96.1	5,171	26,398	7,158*	3,350	1,412
Rooks	9,030	8,497	2,743	2,581	94.1	1,743	9,195	7,912*	720	293
Rush	7,219	8,285	2,161	2,046	94.7	1,664	7,127	13,296*	563	245
Russell	13,378	13,464	4,106	3,913	95.3	3,037	13,620	9,750*	1,772	838
Saline	33,336	29,535	10,471	10,167	97.1	7,315	50,719	10,822*	7,988	4,210
Scott	4,894	3,773	1,355	1,298	95.8	790	7,005	7,296*	(4)	(4)
Sedgwick	220,213	143,311	69,138	66,718	96.5	36,943	234,593	16,713*	56,819	33,513
Seward	9,953	6,540	2,964	2,810	94.8	1,425	17,807	7,278*	1,618	865
Shawnee	104,430	91,247	31,682	30,636	96.7	23,202	109,872	9,975*	22,203	11,732
Sheridan	4,594	5,312	1,319	1,229	93.2	854	3,874	4,256*	208	79
Sherman	7,355	6,421	2,224	2,064	92.8	1,359	10,374	9,260*	881	354
Smith	8,853	10,582	3,203	2,985	93.2	2,201	6,351	8,756*	588	204
Stafford	8,784	10,487	2,929	2,824	96.4	2,351	7,481	12,701*	278	317
Stanton	2,241	1,443	617	569	92.2	244	2,127	6,679*	(6)	(6)
Stevens	4,509	3,193	1,253	1,179	94.1	604	5,295	6,332*	339	171
Sumner	23,689	26,163	7,639	7,303	95.6	6,313	18,336	17,566*	1,754	721
Thomas	7,532	6,425	2,266	2,178	96.1	1,425	10,285	8,778*	1,043	484
Trego	5,853	5,822	1,645	1,545	93.9	1,110	4,917	6,752*	367	161
Wabaunsee	7,199	9,219	2,566	2,402	93.6	1,858	4,398	8,144*	249	75
Wallace	2,497	2,216	708	661	93.3	416	2,607	3,553*	(5)	(5)
Washington	12,957	15,921	4,129	3,885	94.1	3,406	7,331	11,535*	670	285
Wichita	2,632	2,185	741	693	93.5	409	4,412	4,734*	(2)	(2)
Wilson	14,973	17,723	4,896	4,592	93.8	3,952	10,484	5,105*	1,731	879
Woodson	6,699	8,014	2,212	2,059	93.1	1,616	4,561	3,459*	359	128
Wyandotte	164,621	145,071	46,263	44,644	96.5	35,577	122,153	3,278*	39,383	26,013

(1) Includes Grant and Haskell Counties. (2) Includes Greeley and Wichita Counties. (3) Includes Hamilton and Kearny Counties. (4) Includes Lane and Scott Counties. (5) Includes Logan and Wallace Counties. (6) Includes Morton and Stanton Counties.

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

WICHITA

a great market in 1950!

MARKET DATA . . . 1950*

POPULATION	168,700
NO. RADIO FAMILIES	53,270
TOTAL RETAIL SALES	$210,130,000.00
TOTAL WHOLESALE SALES	$308,676,000.00

* Data from SM Survey of Buying Power, 1951, and BMB, 1949, for corporate limits only.

a GREATER market in 1951!

MARKET DATA . . . 1951**

	1st 3 mos. '50	*1st 3 mos. '51*	*% Increase*
RETAIL SALES (county)*	$41,400,253*	$73,624,027*	77.83
BANK DEBITS	$735,330,988	$933,862,422	27.00
PERSONS EMPLOYED IN MFGR.	23,550	40,650	72.61
NO. ELECTRIC METERS	55,371	61,878	11.75
AUTO REGISTRATIONS	58,000	69,300	19.48

** Data from Federal Reserve Board and Wichita Chamber of Commerce for corporate limits only except where noted.
* Does not include sales of chain stores, public utilities, gasoline and oil, beer or tobaccos.

SELL booming Wichita effectively . . . economically with

NBC Affiliate

KANS

5000 WATTS DAY • 1000 NIGHT

REPRESENTED BY THE TAYLOR COMPANY

KENTUCKY

SPOT RATE FINDER

ASHLAND, Boyd, 12,597 homes, 93.5% radio, 11,778 radio homes.

WCMI, 250w, 1340kc, CBS, Pearson, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	32.00	60.00
N	6.50	6.50	12.00	30.00	55.00	100.00

WCMI-FM, Chan. 229, 93.7mc, 4.3kw, Bonus

BOWLING GREEN, Warren, 11,581 homes, 85.5% radio, 9,902 radio homes.

2 AM affiliates, average 1-time rate

D	6.50	7.00	12.50	22.50	37.50	67.50
N	6.50	7.00	12.50	22.50	37.50	67.50

WKCT, 1kw-D, 500w-N, 930kc, ABC, McGillvra

D	6.50	6.50	10.00	20.00	35.00	60.00
N	6.50	6.50	10.00	20.00	35.00	60.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

WLBJ, 5kw-D, 1kw-N, MBS, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D		7.50	15.00	25.00	40.00	75.00
N		7.50	15.00	25.00	40.00	75.00

WLBJ-FM, Chan. 266, 101.1mc, 8.3kw, Bonus

WLCK, 250w, 1450kc, (CP)
(No rates available)

CAMPBELLSVILLE, Todd, 3,540 homes, 83.9% radio, 2,970 radio homes.

WTCO, 1kw-D, 1150kc

D	2.00	3.00	5.00	10.00	18.00	30.00

CORBIN, Whitley, 7,760 homes, 83.1% radio, 6,449 radio homes.

WCTT 1kw, 680kc, MBS, BMB

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

COVINGTON, Kenton, 29,879 homes, 97.6% radio, 29,162 radio homes.

WZIP, 250w-D, 1050kc, KBS, Pulse, Hooper, Conlan

D	6.00	8.00	12.00	24.00	36.00	60.00

(Continued on page 69)

* * *

MARKET INDICATORS FOR KENTUCKY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,944,806	'50	2,845,627	'40
% of U. S.	2.0%	'50	2.16%	'40
Homes	762,139	'50	680,066	'40
Percent Radio	89.2%	'50	65.3%	'40
Radio Homes	679,828	'50	444,416	'40
Retail Sales	$1,780,287,000	'50	1,677,541,000	'48
Retail Trade Employes	86,417	'48	57,636	'39
Wholesale Sales Volume	$1,784,142,000	'48	464,400,000	'39
Wholesale Trade Employes	26,597	'48	17,383	'39
Manufacturing Employment (Mid-March)	..	..	137,266	'47
Manufacturing Taxable Payrolls (1st Quarter)	..	..	$73,324,000	'47
Income	$2,476,000,000	'49	880,000,000	'40
Percent distribution	1.25%	'49	1.16%	'40
Per Capita Income	$ 865	'49	308	'40
Percent of national per capita income	65%	'49	54%	'40
New Construction (Private)	$ 133,800,000	'47	44,300,000	'39
Residential	$ 39,500,000	'47	19,300,000	'39
Non-Residential	$ 37,800,000	'48	9,700,000	'39
Automobile Registration	783,724	'50	616,400	'48
Telephones	461,000	'50	286,100	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

OWENSBORO raises $1 million to move a college!

90-year old Kentucky Weslyan transplanted to Owensboro's "Opportunity Land" without the aid of professional fund-raisers

A center of Oil, Industry and Agriculture now becomes an Education Center. Thus Kentucky's fastest growing city for 30 years is assured new growth.

Retail sales of **Daviess County (Owensboro)** pass all save Jefferson County (Louisville), Fayette County (Lexington), and Campbell County (Cincinnati).

OWENSBORO City population 1st in Western Kentucky; 3rd outside Cincinnati area.

Cover completely one of America's fastest growing markets, with

The Owensboro Messenger
MORNING

RADIO STATION
WOMI

THE OWENSBORO INQUIRER
EVENING

KENTUCKY

SPOT RATE FINDER

(Continued from page 68)

DANVILLE, Boyle, 5,125 homes, 91.2% radio, 4,674 radio homes.
WHIR, 250w, 1230kc, Holman, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	7.50	15.00	27.00	45.00
N	4.50	4.50	7.50	15.00	27.00	45.00

ELIZABETHTOWN, Hardin, 10,120 homes, 87.5% radio, 8,855 radio homes.
WIEL, 250w, 1400kc

D	2.75	2.75	4.75	10.00	18.00	30.00
N	2.75	2.75	4.75	10.00	18.00	30.00

FRANKFORT, Franklin, 7,149 homes, 92.4% radio, 6,606 radio homes.
WFKY, 250w, 1490kc, MBS, Wood

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

GLASGOW, Barren, 7,731 homes, 86.5% radio, 6,687 radio homes.
WKAY, 250w, 1490kc, LBS

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

HARLAN, Harlan, 15,613 homes, 89.7% radio, 14,005 radio homes.
WHLN, 250w, 1230kc, MBS, Burn-Smith, BMB

D		3.50	5.00	20.00	35.00	60.00
N		3.50	5.00	20.00	35.00	60.00

HAZARD, Perry, 9,634 homes, 86.4% radio 8,324 radio homes.
WKIC, 250w, 1340kc, MBS, Clark, BMB

D	4.00	6.00	12.00	22.50	35.00	60.00
N	4.00	6.00	12.00	22.50	35.00	60.00

HENDERSON, Henderson, 8,625 homes, 88.6% radio, 7,642 radio homes.
WSON, 500w-D, 860kc, MBS, Sears & Ayer

D		8.00	15.00	30.00	45.00	75.00

WSON-FM, Chan. 258, 99.5mc, 20kw
(No rates available)

HOPKINSVILLE, Christian, 10,571 homes, 83.8% radio, 8,859 radio homes.
WHOP, 250, 1230kc, CBS, Sears & Ayer, Hooper

D	6.00	6.00	7.50	14.00	25.00	42.00
N	6.00	6.00	7.50	14.00	25.00	42.00

WHOP-FM, Chan. 254, 98.7mc, 8.8kw, Bonus

LEXINGTON, Fayette, 26,030 homes, 92.4% radio, 24,052 radio homes.

2 AM affiliates, average 1-time rate

D	8.00	8.00	16.25	27.50	45.00	75.00
N	10.00	10.00	18.75	32.50	55.00	95.00

WKLX, 1kw, 1300kc, Walker

D	10.00	10.00	30.00	50.00	75.00	125.00
N	10.00	10.00	30.00	50.00	75.00	125.00

WLAP, 5kw-D, 1kw-N, 630kc, ABC, Pearson, BMB, Hooper

D	10.00	10.00	20.00	30.00	50.00	80.00
N	14.00	14.00	25.00	40.00	70.00	120.00

WLAP-FM, Chan. 233, 94.5mc, 4.6kw, Bonus

WLEX, 250w, 1340kc, LBS

D	6.00	6.00	12.50	25.00	40.00	70.00
N	6.00	6.00	12.50	25.00	40.00	70.00

LOUISVILLE, Jefferson, 132,994 homes 94.9% radio, 126,211 radio homes.

4 AM affiliates, average 1-time rate

D	22.00	20.62	31.38	54.00	81.00	135.00
N	42.67	38.31	40.00	105.00	157.50	262.50

3 AM non-affiliates, average 1-time rate

D	8.83	10.00	18.50	31.53	47.30	78.83

WAVE, 5kw, 970kc, NBC, Free & Peters

D	16.50	22.00	30.00	50.00	75.00	125.00
N	33.00	41.25	60.00	100.00	150.00	250.00

WRXW (FM), Chan. 236, 95.1mc, 16.2kw, Free & Peters

D	7.50	10.00	12.00	16.00	26.00	38.00
N	10.00	15.00	18.00	22.00	35.00	50.00

WAVE-TV, Chan. 5, 5kw-aur.; 7kw-vis.; ABC, NBC, DuMont

D	20.00	47.00	50.00	80.00	120.00	200.00
N	40.00	87.00	100.00	160.00	240.00	400.00

WHAS, 50kw, 840kc, CBS, Petry

D	37.50	37.50	62.50	100.00	150.00	250.00
N	75.00	75.00		200.00	300.00	500.00

WHAS-TV, Chan. 9, 7.2kw-aur.; 9.6kw-vis.; CBS-TV, Petry

D	32.50	32.50	50.00	80.00	120.00	200.00
N	65.00	65.00	100.00	160.00	240.00	400.00

WINN, 250w, 1240kc, Liberty, Taylor

D		8.00	13.00	26.00	39.00	65.00
N		12.00	20.00	40.00	60.00	100.00

WKLO, 5kw-D, 1kw-N, 1080kc, ABC, Blair

D	12.00	15.00	20.00	40.00	60.00	100.00
N	20.00	25.00	40.00	80.00	120.00	200.00

WKYW, 1kw-D, 900kc, Burns-Smith

D	8.00	8.00	23.00	34.50	57.50	

WLOU, 1kw-D, 1350kc

D	5.00	7.00	12.90	21.60	32.40	54.00

WGRC, 5kw-D, 1kw-N, 790kc, Walker

D	13.50	15.00	25.00	50.00	75.00	125.00
N	13.50	15.00	25.00	50.00	75.00	125.00

MADISONVILLE, Hopkins, 10,928 homes, 87.8% radio, 9,595 radio homes.
WFMW, 250w-D, 730kc, Continental,

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.00	8.00	12.00	22.00	40.00

WFMW-FM, Chan. 230, 93.9mc, 285w Bonus daytime only

N	2.50	3.00	8.00	12.00	22.00	40.00

MAYFIELD, Graves, 9,329 homes, 87.3% radio, 8,144 radio homes.

2 AM non-affiliates, average 1-time rate

D	4.00	4.50	9.00	20.00	35.00	60.00

WKTM, 1kw-D, 1050kc, Sears & Ayer

D	4.00	5.00	10.00	20.00	35.00	60.00

WNGO, 1kw-D, 1320kc,

D		4.00	8.00	20.00	35.00	60.00

MAYSVILLE, Mason, 5,196 homes, 90.3% radio, 4,692 radio homes.
WFTM, 250w, 1240kc, Grant, BMB

D	3.90	4.65	7.95	15.90	23.80	39.70
N	3.90	4.65	7.95	15.90	23.80	39.70

MIDDLESBORO, Bell, 10,581 homes, 85% radio, 8,994 radio homes.
WMIK, 500w-D, 560kc, LBS, Holman, Conlan

D		2.75	7.36	11.04	16.56	27.60

MURRAY, Calloway, 6,020 homes, 86.7% radio, 5,219 radio homes.
WNBS, 250w, 1340kc

D	4.00	4.00	10.00	18.00	30.00	50.00
N	4.00	4.00	12.00	28.00	36.00	60.00

NEWPORT, Campbell, 21,405 homes, 97.6% radio, 20,891 radio homes.
WNOP, 1kw-D, 740kc, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	6.75	9.00	18.00	36.00	54.00	90.00

OWENSBORO, Daviess, 14,938 homes, 91% radio, 13,594 radio homes.
WOMI, 250w, 1490kc, MBS, Burn-Smith

D	3.50	4.00	8.00	20.00	35.00	60.00
N	3.50	4.00	8.00	20.00	35.00	60.00

WOMI-FM, Chan. 223, 92.5mc, 60kw, Bonus
WVJS, 1kw, 1420kc, Rambeau

D	4.50	6.00	8.00	20.00	30.00	50.00
N	6.00	8.00	12.00	30.00	45.00	75.00

WVJS-FM, Chan. 241, 96.1mc, 45kw, Rambeau Bonus

PADUCAH, McCracken, 14,391 homes, 87.7% radio, 12,621 radio homes.

2 AM affiliates, average 1-time rate

D	6.50	6.50	11.50	23.00	37.00	62.50

WKYB, 1kw-D, 500w-N 570kc MBS, Ra-Tel

D	6.50	6.50	13.00	26.00	39.00	65.00

WKYC (FM), Chan. 227, 93.3mc, 32kw

D	4.00	4.00	6.00	12.50	24.00	42.00

WPAD, 250w, 1450kc, CBS, Conlan

D	6.50	6.50	10.00	20.00	35.00	60.00
N	6.50	6.50	10.00	20.00	35.00	60.00

WPAD-FM, Chan. 245, 96.9mc, 18kw, Sears & Ayer

D			6.00	9.00	15.00	25.00
N			6.00	9.00	15.00	25.00

PAINTSVILLE, Johnson, 5,575 homes, 85.1% radio, 4,744 radio homes.
WSIP, 250w, 1490kc, MBS, Devney

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.50	10.50	15.00	27.00	45.00
N	6.00	7.50	12.00	18.75	33.00	54.00

PIKEVILLE, Pike, 17,477 homes, 84.7% radio, 14,803 radio homes.
WLSI, 1kw-D, 900kc

D	7.00	8.50	16.50	30.00	45.00	75.00

WPKE, 250w, 1240kc, MBS

D		4.43	7.94	15.87	24.00	
N		4.43	7.94	15.87	24.00	

PRESTONBURG, Floyd, 11,199 homes, 86.6% radio, 9,698 radio homes.
WPRT, 1kw-D, 960kc, (CP)
(No rates available)

PRINCETON, Caldwell, 3,797 homes, 85.5% radio, 3,246 radio homes.
WPKY, 250w-D, 1580kc

D		1.95	4.00	9.60	14.40	24.00

SOMERSET, Pulaski, 9,767 homes, 84.2% radio, 8,224 radio homes.
WSFC, 250w, 1240kc, MBS, Colton, Conlan

D	5.00	6.50	10.50	15.00	27.00	45.00
N	6.00	7.50	12.00	18.75	33.00	54.00

VANCLEVE, Breathitt, 4,040 homes, 75.2% radio, 3,038 radio homes.
WMTC, 1kw-D, 730kc, Continental

D		3.75	6.70	13.35	23.35	40.00

VERSAILES, Woodford, 3,005 homes, 91.9% radio, 2,808 radio homes.
WVLK, 1kw, 590kc, MBS, Burn-Smith

D	5.00	6.00	14.00	28.00	42.00	70.00
N	8.00	9.00	20.00	40.00	60.00	100.00

FOR SALE
. . . 142 MILLION DOLLARS WORTH OF KENTUCKY* AT 15% DISCOUNT . . .
COVERAGE OF AGRICULTURAL AND INDUSTRIAL KENTUCKY . . . AS A PACKAGE AT A DISCOUNT OF 15%
For Sale
PAINTSVILLE
For Sale
SOMERSET
KENTUCKY

WITH W F S C: More than 186,000 consumers in agricultural Central Kentucky tune to W F S C for primary radio service. They're consumers with ample to spend for they plough in $114 million yearly for retail purchases. A call to W S F C puts your product on their shopping list.

WITH W S I P: Add the 105,000 W S I P radio-active buyers in this rich eastern coal area to your prospect list. They dig down for $28 million in retail purchases. For your product?

SOLD AS A PACKAGE and merchandised throughout the campaign, WSFC and WSIP delivers a market of 291,000 buyers with 142 million* to spend. Contact: Mike Layman, W S F C, Somerset, Kentucky.

WSFC SOMERSET, KENTUCKY | WSIP PAINTSVILLE, KENTUCKY

KENTUCKY RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Adair	17,608	18,566	4,452	3,655	82.1	1,902	4,905	4,274*	(1) 1,124	(1) 314
Allen	13,721	15,496	3,983	3,322	83.4	1,841	5,734	3,820*	1,006	294
Anderson	9,002	8,936	2,556	2,331	91.2	1,718	5,732	3,793*	(2) 1,309	(2) 540
Ballard	8,540	9,480	2,571	2,273	88.4	1,553	3,340	5,179*	136	41
Barren	28,386	27,559	7,731	6,687	86.5	4,138	18,084	11,159*	2,632	948
Bath	10,376	11,451	2,717	2,364	87.0	1,577	2,530	6,239*	(3) 369	(3) 138
Bell	47,535	43,812	10,581	8,994	85.0	5,023	27,975	194*	7,135	3,733
Boone	13,012	10,820	3,693	3,427	92.8	2,232	4,893	4,937*	(4) 1,704	(4) 746
Bourbon	17,772	17,932	5,035	4,577	90.9	3,513	12,490	15,224*	1,695	725
Boyd	50,237	45,938	12,597	11,778	93.5	8,880	39,782	983*	11,470	7,842
Boyle	20,493	17,075	5,125	4,674	91.2	3,238	18,310	6,043*	2,963	1,351
Bracken	8,468	9,389	2,549	2,325	91.2	1,798	3,864	5,686*	565	169
Breathitt	19,924	23,946	4,040	3,038	75.2	1,003	3,213	702*	375	130
Breckinridge	15,459	17,744	4,254	3,624	85.2	2,346	4,992	6,665*	411	129
Bullett	11,347	9,511	3,275	2,875	87.8	1,475	3,466	2,554*	(5) 433	(5) 160
Butler	11,447	14,371	2,969	2,396	80.7	1,254	1,919	2,048*	(6) 366	(6) 102
Caldwell	13,189	14,499	3,797	3,246	85.5	2,291	7,227	2,842*	1,331	462
Calloway	19,933	19,041	6,020	5,219	86.7	2,995	11,640	3,870*	1,953	688
Campbell	75,216	71,918	21,405	20,891	97.6	17,912	50,402	2,551*	10,656	6,616
Carlisle	6,196	7,650	1,837	1,626	88.5	1,192	2,394	2,146*	(7) 2,055	(7) 711
Carroll	8,486	8,657	2,547	2,287	89.8	1,667	7,575	3,386*	(4)	(4)
Carter	22,551	25,545	5,170	4,395	85.0	2,675	6,445	2,450*	1,725	865
Casey	17,453	19,962	4,154	3,340	80.4	1,635	3,545	4,994*	146	46
Christian	42,378	36,129	10,571	8,859	83.8	4,906	27,242	9,608*	5,048	2,153
Clark	18,801	17,988	5,205	4,648	89.3	3,431	15,726	10,017*	2,207	1,029
Clay	23,120	23,901	4,698	3,716	79.1	1,496	3,992	1,768*	1,332	479
Clinton	10,602	10,279	2,558	2,085	81.5	959	2,462	1,559*	(8) 863	(8) 238
Crittenden	10,835	12,115	3,306	2,939	88.9	2,006	4,620	2,011*	965	472
Cumberland	9,298	11,923	2,438	1,989	81.6	1,055	2,710	2,235*	(8)	(8)
Daviess	57,680	52,335	14,938	13,594	91.0	9,928	46,920	11,890*	12,316	6,163
Edmonson	9,766	11,344	2,374	1,961	82.6	1,117	1,752	2,086*	(6)	(6)
Elliott	7,103	8,713	1,507	1,221	81.0	707	646	1,311*	(9) 1,111	(9) 449
Estill	14,676	17,978	3,602	2,975	82.6	1,784	4,380	1,293*	(10) 817	(10) 256
Fayette	98,506	78,899	26,030	24,052	92.4	16,678	109,548	16,849*	25,160	11,546
Fleming	11,976	13,327	3,375	2,984	88.4	2,166	4,848	8,023*	(11) 507	(11) 198
Floyd	53,473	52,986	11,199	9,698	86.6	5,906	20,414	406*	9,377	5,642
Franklin	25,936	23,308	7,149	6,606	92.4	4,748	20,037	5,926*	6,719	3,246
Fulton	13,627	15,413	3,932	3,460	88.0	2,486	12,736	4,822*	(7)	(7)
Gallatin	3,957	4,307	1,153	1,012	87.8	660	1,730	1,767*	(4)	(4)
Garrard	10,965	11,910	3,183	2,817	88.5	1,817	4,714	8,141*	369	177
Grant	9,800	9,876	2,894	2,579	89.1	1,772	4,809	5,174*	(12) 822	(12) 282
Graves	31,333	31,763	9,329	8,144	87.3	5,305	18,532	7,269*	5,096	2,153
Grayson	17,049	17,562	4,643	3,803	81.9	1,804	5,452	3,832*	435	146
Green	11,236	12,321	3,120	2,636	84.5	1,547	3,671	4,933*	(1)	(1)
Greenup	24,878	24,917	6,152	5,481	89.1	3,395	6,513	1,416*	794	368
Hancock	5,841	6,807	1,669	1,432	85.8	939	1,859	2,381*	136	81
Hardin	36,628	29,108	10,120	8,855	87.5	3,605	19,558	6,298*	(13) 2,123	(13) 917
Harlan	71,753	75,275	15,613	14,005	89.7	10,204	39,019	419*	16,535	11,358
Harrison	13,724	15,124	4,131	3,739	90.5	2,973	9,648	9,813*	942	438
Hart	15,314	17,238	4,340	3,654	84.2	2,121	6,612	7,209*	777	269
Henderson	30,278	27,020	8,625	7,642	88.6	5,029	21,561	7,846*	4,822	2,307
Henry	11,405	12,220	3,325	3,016	90.7	2,273	5,480	8,821*	360	198
Hickman	7,797	9,142	2,252	1,966	87.3	1,384	2,682	3,850*	(7)	(7)
Hopkins	38,329	37,789	10,928	9,595	87.8	6,546	26,429	3,362*	6,935	4,188
Jackson	13,089	16,339	3,017	2,386	79.1	1,049	2,042	1,693*	340	158

(Continued on page 72)

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

What's Louisville Got-

BESIDE

The Kentucky Derby?!?

The Louisville Metropolitan Area ranks 28th in America.

WAVE has a Daytime BMB Audience of 238,490 families. Its BMB Area has an Effective Buying Income of more than one-and-a-half billion dollars*—*or 66.4% as much as the entire State of Kentucky!*

WAVE-TV was first in Kentucky by more than a year . . . is now a third-year veteran, preferred by the majority of the 90,526 TV set-owners in and around Louisville. WAVE-TV is Channel 5 . . . features outstanding local programming as well as NBC, ABC and Dumont.

Ask Free & Peters for the whole WAVE story, *today!*

**Sales Management Survey of Buying Power, May 10, 1950*

WAVE AM TV

WAVE* has a Daytime BMB Audience of 238,490 families in Kentucky and Southern Indiana. This area has an Effective Buying Income of $1.67 billion, as against $2.51 billion for the entire State. The Effective Buying Income within WAVE's Daytime BMB counties is 151% of the Income in those Kentucky counties in which WAVE does NOT have a BMB audience!

*The WAVE-TV Coverage Area contains 256,400 families.

LOUISVILLE

FREE & PETERS, INC.
Exclusive National Representatives

KENTUCKY RADIO MARKET DATA BY COUNTIES

(Continued from page 70)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Jefferson	482,285	385,392	132,994	126,211	94.9	90,710	493,668	9,966*	155,660	94,298
Jessamine	12,446	12,174	3,350	2,955	88.2	2,172	5,874	8,680*	472	164
Johnson	23,823	25,771	5,575	4,744	85.1	2,757	10,776	747*	2,854	1,486
Kenton	104,030	93,139	29,879	29,162	97.6	23,546	80,271	2,381*	12,565	6,978
Knott	20,336	20,007	3,975	3,156	79.4	1,276	2,712	275*	1,028	560
Knox	30,393	31,029	6,903	5,736	83.1	2,766	6,608	945*	1,482	655
Larue	9,949	9,622	2,753	2,365	85.9	1,424	4,808	4,320*	496	146
Laurel	25,760	25,640	6,153	5,095	82.8	2,404	9,148	2,283*	1,044	344
Lawrence	14,419	17,275	3,624	3,001	82.8	1,668	3,875	1,212*	444	146
Lee	8,727	10,860	2,191	1,799	82.1	936	1,565	417* (14)	330 (14)	122
Leslie	15,520	14,981	2,944	2,223	75.5	611	2,407	201*	450	182
Letcher	39,497	40,592	8,630	7,456	86.4	4,455	16,737	353*	6,842	4,298
Lewis	13,526	15,686	3,472	2,930	84.4	1,722	3,373	4,138*	435	112
Lincoln	18,655	19,859	4,720	4,073	86.3	2,525	6,588	7,434*	489	163
Livingston	7,185	9,127	2,203	1,899	86.2	1,282	2,029	2,104*	277	158
Logan	22,311	23,345	6,034	5,141	85.2	3,378	12,216	7,694* (15)	2,429 (15)	863
Lyon	6,847	9,067	1,865	1,634	87.6	974	1,675	1,365*	211	64
McCracken	48,702	48,534	14,391	12,621	87.7	9,318	46,679	2,396*	9,395	4,467
McCreary	16,685	16,451	3,522	2,973	84.4	1,536	5,521	253*	1,914	1,118
McLean	10,012	11,446	2,918	2,606	89.3	1,891	3,078	3,703*	449	151
Madison	31,064	28,541	8,134	7,012	86.2	4,163	16,719	11,460*	1,816	666
Magoffin	13,829	17,490	2,977	2,319	77.9	1,016	1,897	953*	484	209
Marion	17,217	16,913	3,929	3,391	86.3	2,243	9,524	5,555*	1,542	636
Marshall	13,365	16,602	4,267	3,746	87.8	2,518	5,167	2,131*	658	234
Martin	11,681	10,970	2,268	1,792	79.0	680	1,705	178*	385	269
Mason	18,361	19,066	5,196	4,692	90.3	3,648	17,146	11,515*	3,555	1,816
Meade	9,420	8,827	2,355	2,075	88.1	1,309	3,700	2,909* (13)	(13)	
Menifee	4,798	5,691	1,160	918	79.1	405	621	751* (3)	(3)	
Mercer	14,591	14,629	4,306	3,845	89.3	2,760	8,907	8,420*	1,212	550
Metcalfe	9,860	10,853	2,656	2,197	82.7	1,237	2,113	1,929* (1)	(1)	
Monroe	13,767	14,070	3,542	2,972	83.9	1,576	4,541	3,480*	429	100
Montgomery	12,976	12,280	3,549	3,063	86.3	1,965	8,564	5,686*	1,221	516
Morgan	13,634	16,827	3,198	2,539	79.4	1,197	2,051	2,515* (9)	(9)	
Muhlenberg	32,216	37,554	8,411	7,233	86.0	4,870	15,623	2,718*	4,517	2,551
Nelson	19,556	18,004	4,654	4,082	87.7	2,614	10,273	8,831*	1,862	944
Nicholas	7,524	8,617	2,209	2,019	91.4	1,668	3,070	5,452*	233	69
Ohio	20,718	24,421	5,930	5,574	94.0	3,080	6,240	3,763*	1,260	628
Oldham	11,003	10,716	2,627	2,377	90.5	1,472	4,289	5,066*	308	98
Owen	9,754	10,942	2,859	2,542	88.9	1,877	3,852	6,979*	311	143
Owsley	7,317	8,957	1,670	1,304	78.1	618	462	937* (14)	(14)	
Pendleton	9,611	10,392	2,958	2,674	90.4	1,924	3,477	5,763* (12)	(12)	
Perry	46,439	47,828	9,634	8,324	86.4	5,438	24,554	351*	9,743	5,987
Pike	81,186	71,122	17,477	14,803	84.7	7,115	33,012	482*	12,325	7,751
Powell	6,792	7,671	1,635	1,310	80.1	588	1,338	765* (10)	(10)	
Pulaski	38,594	39,863	9,767	8,224	84.2	4,611	16,732	6,357*	2,956	1,153
Robertson	2,870	3,419	834	751	90.0	640	644	2,238* (11)	(11)	
Rockcastle	13,837	17,165	3,338	2,664	79.8	1,207	3,378	2,213*	273	86
Rowan	12,666	12,734	2,945	2,515	85.4	1,473	5,145	1,290* (9)	(9)	
Russell	13,726	13,615	3,426	3,056	89.2	1,172	3,116	2,950* (8)	(8)	
Scott	15,092	14,314	4,182	3,781	90.4	2,800	8,770	11,632*	1,106	389
Shelby	17,899	17,759	4,942	4,458	90.2	3,384	12,247	14,816*	1,281	529
Simpson	11,652	11,752	3,236	2,747	84.9	1,818	8,653	5,550* (15)	(15)	
Spencer	6,148	6,757	1,566	1,394	89.0	1,043	2,843	3,997* (5)	(5)	
Taylor	14,368	13,556	3,801	3,311	87.1	1,961	8,026	4,166*	1,122	453
Todd	12,878	14,234	3,540	2,970	83.9	1,713	4,914	6,759*	478	142
Trigg	9,677	12,784	2,777	2,308	83.1	1,527	3,638	3,561*	263	78
Trimble	5,145	5,601	1,409	1,258	89.3	930	1,026	2,008*	112	36
Union	14,860	17,411	4,268	3,828	89.7	2,970	10,867	5,611*	1,141	559
Warren	41,538	36,631	11,581	9,902	85.5	5,787	32,262	10,772*	5,656	2,073
Washington	12,768	12,965	3,072	2,725	88.7	1,961	5,658	6,706* (2)	(2)	
Wayne	16,468	17,204	3,849	3,122	81.1	1,357	4,543	3,201*	579	169
Webster	15,506	19,198	4,874	4,158	85.3	2,977	7,567	3,389*	1,196	568
Whitley	31,930	33,186	7,760	6,449	83.1	1,287	16,378	1,999*	2,355	896
Wolfe	7,607	9,997	1,787	1,397	78.2	646	1,054	1,008* (14)	(14)	
Woodford	11,188	11,847	3,055	2,808	91.9	2,109	6,002	11,475*	511	214

(1) Includes Adair, Green and Metcalfe Counties. (2) Includes Anderson and Washington Counties. (3) Includes Bath and Menifee Counties. (4) Includes Boone, Carroll and Gallatin Counties. (5) Includes Bullett and Spencer Counties. (6) Includes Butler and Edmonson Counties. (7) Includes Carlisle, Fulton and Hickman Counties. (8) Includes Clinton, Cumberland and Russell Counties. (9) Includes Elliott, Morgan and Rowan Counties. (10) Includes Estill and Powell Counties. (11) Includes Fleming and Robertson Counties. (12) Includes Grant and Pendleton Counties. (13) Includes Hardin and Meade Counties. (14) Includes Lee, Owsley and Wolfe Counties. (15) Includes Logan and Simpson Counties.

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

WHAS

MAKES PEOPLE IN KENTUCKIANA

SHOP

LOOK

THE WHAS-TV MARKET*

Population 1,030,000
Families 304,466
Retail Sales $777,818,600
Effective Buying Income $1,202,699,000

*Based on 100 microvolt contour.

WHAS-TV
Louisville, Kentucky

TELEVISION IN THE WHAS TRADITION

AND

LISTEN

THE WHAS KENTUCKIANA MARKET*

Population 3,501,300
Families 938,000
Retail Sales $2,118,829,000
Effective Buying Income $3,023,247,000

*Primary coverage in all of Kentucky plus 22 Southern Indiana Counties.

WHAS
Louisville, Kentucky
50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market.

LOUISIANA

SPOT RATE FINDER

ABBEVILLE, Vermilion, 10,277 homes, 79.0% radio, 8,119 radio homes.
KROF, 1kw-D, 960kc, LBS

	SB	1M	5M	15M	30M	1 Hr
D	6.15	5.55	10.45	22.00	35.25	65.50

ALEXANDRIA, Rapides, 24,057 homes, 82.7% radio, 19,895 radio homes.
3 AM affiliates, average 1-time rate

D	5.75	7.50	11.83	18.67	27.33	45.00
N	9.50	13.00	20.33	32.67	49.33	80.00

KALB, 5kw-D, 1kw-N, 580kc, ABC, Weed, Conlan

D	6.25	7.50	12.50	20.00	30.00	50.00
N	12.50	15.00	25.00	40.00	60.00	100.00

KALB-FM, Chan. 245, 96.9mc, 11kw, Weed, Bonus
KSYL, 250w, 1400kc, NBC, Ra-Tel, BMB

D	4.00	5.00	8.00	16.00	22.00	35.00
N	6.00	8.00	12.00	26.00	40.00	65.00

KVOB, 1kw, 970kc, MBS

D	4.00	6.50	11.00	18.00	27.00	45.00
N	5.00	8.00	13.00	21.00	36.00	60.00

BASTROP, Morehouse, 8,380 homes, 78.6% radio, 6,587 radio homes.
KTRY, 250w-D, 730kc

D	4.00	6.00	10.00	16.00	24.00	40.00

BATON ROUGE, E. Baton Rouge, 42,604 homes, 89.8% radio, 38,258 radio homes.
4 AM affiliates, average 1-time rate

D	6.75	6.75	12.00	24.00	36.00	60.00
N	10.25	10.25	20.00	40.00	60.00	100.00

WAFB, 5kw-D, 1kw-N, 1460kc, MBS, Walker, Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WAFB-FM, Chan. 282, 104.3mc, 3kw, Walker, Bonus
WIBR, 1kw, 1300kc, LBS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WJBO, 5kw, 1150kc, NBC, Hollingbery, BMB

D	10.00	10.00	14.00	28.00	42.00	70.00
N	15.00	15.00	28.00	56.00	84.00	140.00

WBRL (FM), Chan. 251, 98.1mc, 7.6kw, Hollingbery, Bonus
WLCS, 250w, 1400kc, ABC, Rambeau

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WLCS-FM, Chan. 266, 101.1mc, 0.9kw, Bonus

BOGALUSA, Washington, 10,044 homes, 82.5% radio, 8,286 radio homes.
WIKC, 250w, 1490kc, MBS

D		6.00	12.00	24.00	36.00	60.00
N		6.00	12.00	24.00	36.00	60.00

CRAWLEY, Acadia, 12,214 homes, 77.9% radio, 9,515 radio homes.
KSIG, 250w, 1450kc, McGillvra, BMB

D	4.65	4.20	6.00	12.50	20.00	32.00
N	6.95	6.20	9.00	18.75	30.00	48.00

DeRIDDER, Beauregard, 4,960 homes, 79.1% radio, 3,923 radio homes.
KDLA, 1010kc, 1kw

D	6.20	6.20	10.00	17.00	22.00	40.00

HAMMOND, Tangipahoa, 13,991 homes, 81.3% radio, 11,375 radio homes.
WIHL, 250w-D, 730kc

D	4.00	4.50	9.00	15.00	27.00	45.00

HOUMA, Terrebonne, 10,425 homes, 82.5% radio, 8,601 radio homes.
KCIL, 250w, 1490kc, LBS

D	6.25	7.00	9.75	18.25	35.00	63.25
N	6.25	7.00	9.75	18.25	35.00	63.25

JENNINGS, Jefferson Davis, 7,333 homes, 81.2%, 5,954 radio homes.
KJEF, 500w-D, 1290kc

D	3.30	2.95	5.30	11.90	18.60	39.20
N	4.95	4.65	7.95	17.90	28.00	56.00

LAFAYETTE, Lafayette, 14,669 homes, 79.8% radio, 11,706 radio homes.
KLFY, 1kw-D, 500w-N, 1420kc

D	5.75	5.20	10.00	18.00	32.00	56.00
N	8.05	7.30	12.50	26.00	42.00	78.00

KVOL, 1kw, 1330kc, NBC, Meeker

D	6.00	7.25	12.00	20.00	32.00	
N	8.00	9.00	16.00	30.00	40.00	

KVOL-FM, Chan. 241, 96.1mc, 15kw, Bonus

LAKE CHARLES, Calcasieu, 24,947 homes, 86.1% radio, 21,479 radio homes.
3 AM affiliates, average 1-time rate

D	5.08	6.75	10.25	16.00	25.50	42.50
N	8.67	11.67	17.50	27.67	44.83	74.17

KLOU, 1kw, 1580kc, CBS, Ra-Tel, Conlan

D	6.00	8.00	12.00	18.00	30.00	50.00
N	9.00	12.00	24.00	36.00	60.00	100.00

KPLC, 5kw-D, 1kw-N, 1470kc, NBC, Weed, Conlan

D	6.00	9.00	12.75	17.00	27.50	45.00
N	12.00	18.00	22.50	34.00	55.00	90.00

KWSL, 250w, 1400kc, MBS

D	3.25	3.25	6.00	13.00	19.50	32.50
N	5.00	5.00	9.75	19.50	32.50	50.00

MONROE, Ouachita, 20,846 homes, 85.8% radio, 17,886 radio homes.
3 AM affiliates, average 1-time rate

D	5.75	5.75	10.90	24.03	36.67	59.00
N	8.75	8.75	15.33	36.67	56.67	91.67

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

KLIC, 250w, 1230kc, MBS

D	4.75	4.75	8.20	23.10	34.00	57.00
N	6.25	6.25	11.00	30.00	45.00	75.00

KMLB, 5kw-D, 1kw-N, 1440kc, ABC, Taylor

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

KMFM (FM), Chan. 281, 104.1mc, 17kw, Taylor, Bonus
KNOE, 5kw, 1390kc, NBC, Ra-Tel

D	6.50	6.50	12.50	25.00	40.00	60.00
N	10.00	10.00	15.00	40.00	65.00	100.00

NATCHITOCHES, Natchitoches, 9,938 homes, 79.1% radio, 7,861 radio homes.
KWCJ, 250w, 1450kc

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

NEW IBERIA, Iberia, 10,713 homes, 81.6% radio, 8,742 radio homes.
KANE, 250w, 1240kc, MBS

D	5.60	5.05	9.50	20.00	32.00	60.00
N	8.40	7.50	14.50	30.00	48.00	80.00

KVIM, 1kw-D, 1570kc
(No rates available)

NEW ORLEANS, Orleans, 161,514 homes, 88.3% radio, 142,617 radio homes.
4 AM affiliates, average 1-time rate

D	21.00	20.75	29.00	51.50	86.25	141.25
N	36.33	32.25	53.25	98.25	160.00	257.50

6 AM non-affiliates, average 1-time rate

D	5.78	7.17	11.77	23.20	37.33	59.00
N	6.83	10.20	18.02	34.37	56.17	87.50

WBOK, 1kw-D, 800kc

D	7.00	7.00	12.00	24.00	36.00	60.00

WCHF, 50kw-D, 25kw-N, 1540kc
(No rates available)
WDSU, 5kw, 1280kc, ABC, Blair, Hooper, BMB

D	14.00	14.00	18.00	36.00	54.00	90.00
N	22.00	22.00	36.00	72.00	108.00	180.00

WDSU-FM, Chan. 287, 105.3mc, 17.5kw, Blair, Bonus
WDSU-TV, Chan. 6, 15kw-aur., 31kw-vis., Blair

D	39.00	39.00	58.50	78.00	117.00	195.00
N	65.00	65.00	97.50	130.00	195.00	325.00

WJBW, 250w, 1230kc, Rambeau

D	4.00	7.00	12.00	22.00	40.00	60.00
N	6.00	10.00	20.00	35.00	60.00	90.00

WJBW-FM, Chan. 298, 107.5mc, 5kw (CP)
WJMR, 250w-D, 990kc

D	6.00	6.00	10.00	20.00	30.00	55.00

WRCM (FM), Chan. 248, 97.1mc, 61.2kw, IMS (Bonus daytime only)

N	6.00	6.00	10.00	20.00	30.00	55.00

WMRY, 500w-D, 600kc, Pearson, Pulse

D	7.00	7.00	12.00	24.00	36.00	60.00

WNOE, 50kw-D, 5kw-N, 1060kc, MBS, Ra-Tel

D		20.00	30.00	50.00	85.00	150.00
N		20.00	40.00	80.00	120.00	200.00

WSMB, 5kw, 1350kc, NBC, Petry

D	14.00	14.00	18.00	36.00	60.00	100.00
N	22.00	22.00	36.00	72.00	120.00	200.00

WSMB-FM, Chan. 274, 102.7mc, 56kw Bonus
WTPS, 1kw-D, 500w-N, 940kc, Branham, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	4.50	7.00	10.80	21.60	36.00	60.00
N	7.00	9.60	16.80	33.60	51.00	85.00

WTPS-FM, Chan. 239, 95.7mc, 55kw, Branham (Rates upon request)
WWEZ, 5kw, 690kc, Hollingbery

D	6.00	9.00	13.80	27.60	46.00	
N	7.50	11.00	17.25	34.50	57.50	

WWL, 50kw, 870kc, CBS, Katz, Pulse

D	35.00	35.00	50.00	84.00	146.00	225.00
N	65.00	65.00	101.00	169.00	292.00	450.00

OPELOUSAS, St. Landry, 18,351 homes, 77.8% radio, 14,277 radio homes.
KSLO, 250w, 1230kc, MBS, Sears & Ayer

D	4.65	4.20	7.95	16.50	26.50	53.00
N	6.95	6.20	11.90	25.00	40.00	80.00

RUSTON, Lincoln, 6,445 homes, 82.2% radio, 5,298 radio homes.
KRUS, 250w, 1490kc, MBS, Conlan

D	3.00	4.50	7.50	18.00	30.00	50.00
N	3.00	4.50	7.50	18.00	30.00	50.00

SHREVEPORT, Caddo, 49,056 homes, 87.2% radio, 42,777 radio homes.
5 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	9.25	10.95	18.50	32.25	49.50	82.50
N	19.12	23.37	38.75	68.75	105.00	175.00

KCIJ, 5kw-D, 980kc, LBS, Hooper

D	8.00	8.00	15.00	23.75	37.50	62.50

KENT, 1kw-D, 500w-N, 1550kc, MBS, Walker, BMB, Hooper

D	7.00	8.00	12.50	20.00	30.00	50.00
N	14.00	16.00	25.00	40.00	60.00	100.00

KRMD, 250w, 1340kc, ABC, Taylor

D	7.50	8.75	12.50	20.00	30.00	50.00
N	15.00	17.50	25.00	40.00	60.00	100.00

KRMD-FM, Chan. 266, 101.1mc, 11kw, Bonus
KTBS, 10kw-D, 5kw-N, 710kc, NBC, Petry, Hooper, Conlan

D	10.00	12.00	22.50	37.50	60.00	100.00
N	20.00	24.00	45.00	75.00	120.00	200.00

KWKH, 50kw, 1130kc, CBS, Branham, Hooper, BMB, Conlan

D	13.75	18.00	30.00	60.00	90.00	150.00
N	27.50	36.00	60.00	120.00	180.00	300.00

KWKH-FM, Chan. 233, 94.5mc, 13.5kw, Branham, Bonus

* * *

MARKET INDICATORS FOR LOUISIANA

CLASSIFICATIONS	FIGURES YR.		FIGURES YR.	
Population	2,683,516	'50	2,363,880	'40
% of U. S.	1.8%	'50	1.80%	'40
Homes	723,702	'50	577,965	'40
Percent Radio	84.1%	'50	53.3%	'40
Radio Homes	608,633	'50	307,883	'40
Retail Sales	$1,851,415,000	'50	1,666,671,000	'48
Retail Trade Employes	97,082	'48	86,893	'39
Wholesale Sales Volume	$2,159,905,000	'48	706,400,000	'39
Wholesale Trade Employes	35,135	'48	24,713	'39
Manufacturing Employment (Mid-March)			126,270	'47
Manufacturing Taxable Payrolls (1st Quarter)			$67,380,000	'47
Income	$2,647,000,000	'49	847,000,000	'40
Percent distribution	1.34%	'49	1.12%	'40
Per Capita Income	$ 1,002	'49	357	'40
Percent of national per capita income	75%	'49	62%	'40
New Construction (Private)	$ 165,800,000	'47	44,800,000	'39
Residential	$ 60,900,000	'47	24,300,000	'39
Non-Residential	$ 72,600,000	'48	9,900,000	'39
Automobile Registration	706,733	'50	518,601	'48
Telephones	516,500	'50	277,100	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

KWKH MAKES BUSINESS SWEET FOR SYRUP COMPANY!

IT'S EASY, WHEN YOU KNOW HOW!

SALES OF JOHNNIE FAIR SYRUP

	1949 INCREASE OVER 1948*	1950 INCREASE OVER 1949*
1st QUARTER	26.6%	35.1%
2nd QUARTER	28.6%	54.1%
3rd QUARTER	45.2%	90.6%
4th QUARTER	59.0%	5.4%
ANNUAL TOTAL	38.5%	47.4%

TOTAL SALES FOR 1950—102.7% GREATER THAN 1948!

*Percentages are in units of merchandise —not dollar volume.

LATE in 1948, Mr. J. R. Murphy of the Shreveport Syrup Company came to us for advice. Syrup sales, including those of his company's Johnnie Fair Syrup, had been going down steadily for years. Would radio help—or should he look for another product?

We believe in radio, and told him so. He decided to try a campaign on KWKH. The chart above shows the results. *1950 sales of Johnnie Fair Syrup were 102.7% greater than in 1948!* Yet competitive brands continue to decline!

What kind of campaign did it take to do the job? During all of 1949, Johnnie Fair Syrup was advertised *exclusively on KWKH*—at first with a 15-minute, Class C strip on weekdays; and then, later, an additional 15-minute, Class B strip. Today the company is also using several radio stations outside KWKH's territory. *But these two programs on KWKH still represent over half of Shreveport Syrup's advertising budget!*

What may we sweeten for you?

KWKH

SHREVEPORT LOUISIANA

50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, *General Manager*

LOUISIANA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Acadia	46,994	46,260	12,214	9,515	77.9	4,203	26,330	18,900*	4,190	1,653
Allen	18,752	17,540	4,916	4,002	81.4	1,878	8,377	2,572*	2,093	968
Ascension	22,336	21,215	5,880	4,751	80.8	2,012	10,379	2,765*	1,460	524
Assumption	17,241	18,541	4,441	3,562	80.2	1,373	5,053	5,627*	967	328
Aroyelles	37,912	39,256	10,189	8,161	80.1	3,395	14,400	7,841*	2,053	837
Beauregard	17,712	14,847	4,960	3,923	79.1	1,504	9,861	1,242*	2,075	852
Bienville	19,088	23,933	4,969	4,109	82.7	2,090	7,440	1,822*	1,437	470
Bossier	36,956	33,162	10,200	8,588	84.2	3,286	18,012	5,263*	3,080	1,568
Caddo	174,679	150,203	49,056	42,777	87.2	25,835	188,922	8,921*	40,513	22,541
Calcasieu	89,485	56,506	24,947	21,479	86.1	9,043	77,356	4,474*	16,968	10,583
Caldwell	10,212	12,046	2,719	2,300	84.6	1,296	4,629	1,540*	1,202	496
Cameron	6,235	7,203	1,978	1,671	84.5	789	1,772	1,765*	127	44
Catahoula	11,738	14,618	3,263	2,568	78.7	915	4,415	3,258*	435	160
Claiborne	25,055	29,855	6,728	5,436	80.8	2,645	12,219	2,994*	1,850	728
Concordia	14,347	14,562	4,300	3,234	75.2	1,137	5,396	3,216*	902	313
DeSoto	24,577	31,803	6,614	5,252	79.4	2,313	12,076	3,102*	2,049	903
E. Baton Rouge	156,485	88,415	42,604	38,258	89.8	15,889	154,813	2,450*	31,223	17,791
E. Carroll	16,295	19,023	4,666	3,458	74.1	1,500	6,920	6,511*	507	172
E. Feliciana	19,087	18,039	3,448	2,648	76.8	877	4,513	3,332*	857	251
Evangeline	31,904	30,497	8,754	6,618	75.6	1,781	10,321	8,711*	1,417	611
Franklin	29,418	32,382	7,527	5,946	79.0	2,704	11,434	8,319*	914	325
Grant	14,218	15,933	4,074	3,337	81.9	1,491	4,159	1,732*	1,071	369
Iberia	40,283	37,183	10,713	8,742	81.6	4,411	25,893	7,735*	5,009	2,266
Iberville	26,646	27,721	7,379	5,933	80.4	2,476	12,124	4,018*	2,484	1,028
Jackson	15,413	17,807	4,023	3,436	85.4	2,186	8,627	1,425*	2,764	1,392
Jefferson	102,691	50,427	28,182	25,646	91.0	9,319	45,539	2,769*	12,734	6,607
Jefferson Davis	26,359	24,191	7,333	5,954	81.2	2,620	19,326	12,154*	2,232	973
Lafayette	56,957	43,941	14,669	11,706	79.8	4,428	36,577	9,047*	6,440	2,924
Lafourche	41,703	38,615	10,553	8,590	81.4	3,342	27,766	7,440*	4,427	1,825
LaSalle	12,692	10,959	3,545	3,010	84.9	1,297	6,985	303*	1,602	726
Lincoln	25,426	24,790	6,445	5,298	82.2	2,744	13,307	2,517*	2,216	852
Livingston	19,799	17,790	5,433	4,482	82.5	1,757	8,210	2,600*	1,313	378
Madison	17,444	18,443	4,868	3,636	74.7	1,533	8,755	5,824*	2,173	843
Morehouse	32,059	27,571	8,380	6,587	78.6	2,454	17,682	5,965*	4,724	2,786
Natchitoches	37,744	40,997	9,938	7,861	79.1	3,091	12,720	7,018*	1,963	604
Orleans	567,257	494,537	161,514	142,617	88.3	100,856	562,240	1,207*	172,326	94,713
Ouachita	74,276	59,168	20,846	17,886	85.8	9,735	82,177	4,136*	13,445	6,785
Plaquemines	14,225	12,318	3,726	3,208	86.1	1,446	4,147	1,536*	1,638	860
Pointe Coupee	21,820	24,004	5,864	4,638	79.1	1,748	7,881	6,631*	956	329
Rapides	90,112	73,370	24,057	19,895	82.7	8,978	62,196	7,137*	12,810	5,452
Red River	12,092	15,881	3,304	2,647	80.1	1,159	4,305	3,125*	423	138
Richland	26,653	28,829	6,910	5,618	81.3	2,439	13,760	6,963*	1,062	379
Sabine	20,839	23,586	5,587	4,542	81.3	1,928	7,077	1,021*	1,919	717
St. Bernard	11,089	7,280	2,994	2,671	89.2	1,073	3,366	1,058*	2,503	1,061
St. Charles	13,297	12,321	3,428	2,945	85.9	1,417	4,901	1,019*	1,863	1,318
St. Helena	8,997	9,542	2,199	1,717	78.1	661	1,377	2,713*	109	25
St. James	15,351	16,596	3,757	3,062	81.5	1,213	5,834	3,185*	646	259
St. John the Baptist	14,840	14,766	3,602	3,011	83.6	1,422	5,175	2,371*	1,147	684
St. Landry	78,366	71,481	18,351	14,277	77.8	4,915	33,622	17,544*	4,833	1,934
St. Martin	26,315	26,394	6,344	4,891	77.1	1,784	7,947	5,977*	919	309
St. Mary	35,804	31,458	9,667	7,927	82.0	3,505	21,372	6,388*	3,975	1,673
St. Tammany	26,884	23,624	8,698	7,324	84.2	3,098	14,331	2,243*	2,707	1,068
Tangipahoa	53,053	45,519	13,991	11,375	81.3	5,026	32,894	9,345*	5,626	2,019
Tensas	13,151	15,940	4,103	3,192	77.8	1,021	5,289	5,698*	690	244
Terrebonne	43,131	35,880	10,425	8,601	82.5	3,441	25,653	3,667*	5,359	1,749
Union	19,089	20,943	5,122	4,318	84.3	2,169	8,341	3,066*	1,415	480
Vermilion	36,865	37,750	10,277	8,119	79.0	3,437	20,174	14,951*	2,119	862
Vernon	18,956	19,142	5,496	4,457	81.1	1,977	8,387	878*	1,133	399
Washington	38,265	34,443	10,044	8,286	82.5	4,443	23,344	5,421*	5,507	2,984
Webster	35,623	33,676	9,601	8,084	84.2	4,208	23,597	1,883*	6,089	3,276
W. Baton Rouge	11,561	11,263	3,184	2,640	82.9	1,049	4,295	2,330*	449	171
W. Carroll	17,042	19,252	4,276	3,575	83.6	2,044	6,542	5,039*	453	146
W. Feliciana	10,042	11,720	1,871	1,443	77.1	467	1,888	3,124*	774	207
Winn	16,085	16,923	4,557	3,659	80.3	1,610	6,995	1,149*	1,254	454

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

MAINE

SPOT RATE FINDER

AUGUSTA, Kennebec, 24,790 homes, 94.9% radio, 23,526 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.00	7.00	14.00	21.00	35.00
N	5.50	7.00	12.00	24.00	36.00	60.00

WFAU, 250w, 1340kc, MBS, Forjoe, Borgatti

	SB	1M	5M	15M	30M	1 Hr
D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	12.00	24.00	36.00	60.00

WRDO 250w, 1400kc, NBC, Weed

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

BANGOR, Penobscot, 29,960 homes, 96.4% radio, 28,881 radio homes.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	13.00	26.00	39.00	65.00
N	14.00	14.00	21.00	42.00	63.00	105.00

WABI, 5kw, 910kc, ABC, Young, Kettell-Carter

D	9.00	9.00	15.00	30.00	45.00	75.00
N	12.00	12.00	15.00	30.00	45.00	75.00

WGUY, 250w, 1230kc, CBS, Raymer

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WGUY-FM, Chan. 226, 93.1mc, 10kw, Raymer

WLBZ, 5kw, 620kc, NBC, Weed

D	9.00	9.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

BIDDEFORD, York, 32,599 homes, 96.2% radio, 31,360 radio homes.

WIDE, 250w, 1400kc, MBS, Devney

D	5.00	6.00	10.00	15.00	28.00	50.00
N	7.50	9.00	15.00	25.00	40.00	70.00

If you want sales in Maine

Buy LEWISTON-AUBURN

1st in Payrolls

1950 Retail Sales $66,663,000

Buy 5,000 Watt **WLAM**

"Maine's Voice of Progress" ABC Network

1st in SHARE of AUDIENCE

Mornings 8:00 a.m. to 12 N. 43.1%

Afternoons 12 N. to 6:00 p.m. 43.0%

Evenings 6:00 p.m. to 8:00 p.m. 40.9%

Represented Nationally by Everett-McKinney, Inc.

C. E. HOOPER, Inc. Survey

Lewiston-Auburn, Me., Feb., Mar., Apr., 1951

Represented in New England by Kettell-Carter

HOULTON, Aroostook, 23,650 homes, 89.8% radio, 21,238 radio homes.

WABM, 250w, 1340kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	6.00	12.00	18.00	25.00
N	4.00	6.00	8.00	18.00	30.00	40.00

Sold in combination with WAGM, Presque Isle, Me.

WHOU, 250w, 1400kc
(No rates available)

LEWISTON, Androscoggin, 23,652 homes, 98.6% radio, 23,321 radio homes.

2 AM affiliates, average 1-time rate

D	5.00	6.50	11.00	22.00	33.00	55.00
N	7.50	9.00	16.00	32.00	48.00	80.00

WCOU, 250w, 1240kc, MBS, Borgatti, Forjoe, Hooper

D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	8.00	16.00	24.00	40.00

WCOU-FM, Chan. 230, 93.9mc, 13.2kw

D		2.83	4.50	9.00	13.50	22.50
N		4.70	7.50	15.00	22.50	37.50

WLAM, 5kw, 1470kc, ABC, McKinney, Hooper

D	7.00	7.00	14.00	28.00	42.00	70.00
N	12.00	12.00	24.00	48.00	72.00	120.00

PORTLAND, Cumberland, 54,503 homes, 98.5% radio, 53,685 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.25	9.05	14.50	29.00	43.50	72.50
N	17.50	18.00	29.00	58.00	87.00	145.00

WCSH, 5kw, 970kc, NBC, Weed, Conlan, BMB

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

WGAN, 5kw, 560kc, CBS, Raymer

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

WMTW, 250w, 1490kc, MBS, Petry

D	5.00	5.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WPOR, 250w, 1450kc, ABC, Kettell-Carter, McKinney, Hooper, Conlan

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.00	24.00	48.00	72.00	120.00

PRESQUE ISLE, Aroostook, 23,650 homes, 89.8% radio, 21,238 radio homes.

WAGM, 250w, 1450kc, Conlan

D	3.00	4.00	6.00	12.00	18.00	25.00
N	4.00	6.00	8.00	18.00	30.00	40.00

Sold in combination with WABM, Houlton, Me.

D			9.00	18.00	27.00	37.50
N			12.00	27.00	45.00	60.00

WATERVILLE, Kennebec, 24,790 homes, 94.9% radio, 23,526 radio homes.

WTVL, 250w, 1490kc, ABC, McKinney, Kettell-Carter, Conlan

D	3.00	5.00	8.10	14.40	21.60	36.00
N	5.00	7.00	13.50	24.00	36.00	60.00

MAIN-stay of... MAINE land...

WGAN

5000 ON 560

PORTLAND

WGUY

WGUY-FM—11,000 W. 93.1 MC

250 ON 1230

BANGOR

SALES

FOOD $168,057,000*

DRUG $12,514,000*

GEN. MDSE. $45,432,000*

FURN. HSHLD. RADIO $28,252,000*

RETAIL SALES

$664,839,000*

SALES

FOOD $24,008,000*

DRUG $1,942,000*

GEN. MDSE. $10,738,000*

FURN. HSHLD. RADIO $5,025,000*

*Broadcasting 1951 Marketbook

Covering New England's Greatest Wholesale and Retail Market north of Boston... and Potentially 90% of Maine's Buying Power

WGAN PORTLAND • WGUY BANGOR

Get the MAINE idea

Guy Gannett Broadcasting Services
Main Offices: 390 Congress St., Portland
Telephone: Portland 2-7423

MAINE RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Androscoggin	83,594	76,679	23,652	23,321	98.6	17,657	76,972	5,096,234	27,493	15,416
Aroostook	96,039	94,436	23,650	21,238	89.8	14,031	87,219	79,267*	9,112	5,098
Cumberland	169,201	146,000	54,503	53,685	98.5	34,977	162,386	7,176,435	41,219	24,099
Franklin	20,682	19,896	7,127	6,649	93.3	4,266	15,955	2,524,639	4,895	2,743
Hancock	32,105	32,422	13,321	12,389	93.0	7,501	24,242	2,004,245	5,186	2,449
Kennebec	83,881	77,231	24,790	23,526	94.9	16,464	76,449	6,917,974	20,817	11,660
Knox	28,121	27,191	10,458	9,799	93.7	6,704	25,588	4,315,023	4,868	2,199
Lincoln	18,004	16,294	8,481	7,947	93.7	3,859	17,123	2,697,928	1,472	606
Oxford	44,221	42,662	14,136	13,274	93.9	9,047	31,921	5,943*	10,605	6,409
Penobscot	108,198	97,104	29,960	28,881	96.4	21,145	97,196	10,296,965	23,849	13,975
Piscataguis	18,617	18,467	6,102	5,730	93.9	4,156	13,369	2,670*	3,435	1,702
Sagadahoc	20,911	19,123	7,440	7,053	94.8	4,558	15,162	1,067,787	3,988	2,702
Somerset	39,785	38,245	12,737	11,973	94.0	8,279	25,907	7,326*	7,705	4,120
Waldo	21,687	21,159	7,844	7,177	91.5	4,547	13,845	8,008,591	2,682	1,242
Washington	35,187	37,767	12,451	11,480	92.2	7,816	22,065	2,752*	6,955	2,489
York	93,541	82,550	32,599	31,360	96.2	19,340	68,724	5,493,298	24,733	14,778

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

* * *

MARKET INDICATORS FOR MAINE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	913,774	'50	847,226	'40
% of U. S.	.6%	'50	0.64%	'40
Homes	289,250	'50	213,204	'40
Percent Radio	95.3%	'50	86.5%	'40
Radio Homes	275,655	'50	184,348	'40
Retail Sales	$ 774,123,000	'50	749,712,000	'48
Retail Trade Employes	37,719	'48	28,093	'39
Wholesale Sales Volume	$ 488,472,000	'48	165,800,000	'39
Wholesale Trade Employes	9,537	'48	7,454	'39
Manufacturing Employment (Mid-March)			114,579	'47
Manufacturing Taxable Payrolls (1st Quarter)			$63,091,000	'47
Income	$1,004,000,000	'49	431,000,000	'40
Percent distribution	.51%	'49	1.87%	'40
Per Capita Income	$ 1,087	'49	509	'40
Percent of national per capita income	82%	'49	89%	'40
New Construction (Private)	$ 32,900,000	'47	12,200,000	'39
Residential	$ 10,900,000	'47	4,200,000	'39
Non-Residential	$ 10,300,000	'48	2,700,000	'39
Automobile Registration	276,421	'50	251,870	'48
Telephones	231,000	'50	164,100	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

MARYLAND

SPOT RATE FINDER

ANNAPOLIS, Anne Arundel, 33,909 homes, 95% radio, 32,214 radio homes.

3 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D		5.60	12.67	21.23	33.60	56.00

WANN, 1kw-D, 1190kc

D	7.00	15.75	24.50	42.00	70.00

WASL, 250w-D, 810kc

D	5.00	12.00	20.00	30.00	50.00

WNAV, 1kw, 1430kc

D	4.80	9.60	19.20	28.80	48.00
N	7.20	10.80	21.60	32.40	54.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WNAV-FM, Chan. 256, 99.1mc, 16.6kw (Rates on request)

BALTIMORE, Baltimore, 331,929 homes, 97.1% radio, 322,303 radio homes.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	26.38	27.75	40.00	80.00	120.00	200.00
N	46.75	50.75	76.25	152.50	228.75	381.25

4 AM non-affiliates, average 1-time rate

D	7.53	10.58	20.89	35.51	60.31	102.20
N	10.80	12.40	33.40	56.90	83.50	140.40

WAAM (TV), Chan. 13, 14.0kw-aur.; 26.1kw-vis.; Harrington, Righter & Parsons

D		56.75	65.00	130.00	195.00	325.00
N		113.75	130.00	260.00	390.00	650.00

WBAL, 50kw, 1090kc, NBC, Petry

D	35.00	35.00	50.00	100.00	150.00	250.00
N	70.00	70.00	100.00	200.00	300.00	500.00

WBAL-TV, Chan. 11, 13.1kw aur.; 27.2kw vis., NBC, Petry

	SB	1M	5M	15M	30M	1 Hr
D	40.00	40.00	45.00	90.00	135.00	225.00
N	80.00	80.00	90.00	180.00	270.00	450.00

WBMD, 1kw-D, 750kc, McGillvra

D	6.00	7.50	19.75	33.25	46.75	75.00

WCAO, 5kw, 600kc, CBS, Raymer, BMB, Hooper

D	25.50	28.00	40.00	80.00	120.00	200.00
N	45.00	55.00	75.00	150.00	225.00	375.00

WCAO-FM, Chan. 274, 102.7mc, 20kw, Raymer, Bonus

WCBM, 10kw-D, 5kw-N, 680kc, MBS, Taylor

D	17.00	20.00	30.00	60.00	90.00	150.00
N	30.00	36.00	55.00	110.00	165.00	275.00

WFBR, 5kw, 1300kc, ABC, Blair, Hooper

D	28.00	28.00	40.00	80.00	120.00	200.00
N	42.00	42.00	75.00	150.00	225.00	375.00

WFBR-FM Chan. 270, 101.9mc, 20kw, Blair, Bonus

WMAR (TV), Chan. 2, 8kw-aur.; 16kw-vis., CBS, Katz

D	62.50	62.50	77.50	140.00	210.00	350.00
N	125.00	125.00	155.00	280.00	420.00	700.00

WSID, 1kw-D, 1010kc, UBC

D		15.00	20.00	35.00	85.00	150.00

WWIN, 1400kc, 250w, Ra-tel

	SB	1M	5M	15M	30M	1 Hr
D	7.60	8.80	20.80	33.80	52.00	85.80
N	7.60	8.80	20.80	33.80	52.00	85.80

WWIN-FM, Chan. 234, 94.7mc, 20kw, 94.7mc (Rates not available)

WITH, 250w, 1230kc, Headley-Reed, Hooper

D	9.00	11.00	23.00	40.00	57.50	98.00
N	14.00	16.00	46.00	80.00	115.00	195.00

WITH-FM, Chan. 282, 104.3mc, 20kw, Headley-Reed, Bonus

BETHESDA, Montgomery, 43,993 homes, 97.6% radio, 42,879 radio homes.

WBCC, 250w-D, 1120kc

D	3.00	5.00	9.00	18.00	30.00	50.00

WBCC-FM, Chan. 292, 106.3mc, 0.5kw, (Above rate includes 25% for simultaneous FM)

BRADBURY HEIGHTS, Prince Georges, 50,737 homes, 96.1% radio, 48,738 radio homes.

WBUZ (FM) Chan. 244, 96.7mc, 0.42kw (See Transit Radio listing)

CAMBRIDGE, Dorchester, 8,616 homes, 89.1% radio, 7,677 radio homes.

WCEM, 100w, 1240kc, MBS

D	3.40	4.50	9.00	18.00	27.00	46.00
N	3.80	5.00	10.00	20.00	30.00	50.00

(Continued on page 80)

In Baltimore's Metropolitan Area, 1st in sales in Md. IT'S **WSID** that gets the bid Baltimore's Favorite Independent

WSID has more listeners during the entire afternoon period than the COMBINED LISTENING AUDIENCE OF ANY TWO INDEPENDENT STATIONS.

In Baltimore **WSID** has more listeners during the entire afternoon period than ANY TWO STATIONS GIVING HORSE RACE RESULTS.

UBC

In Hagerstown, *Capital of Western Maryland 2nd in sales in Md.*

IT'S 'Mark WARK' on your list

ABC-Auxiliary Studio, Waynesboro, Pa.

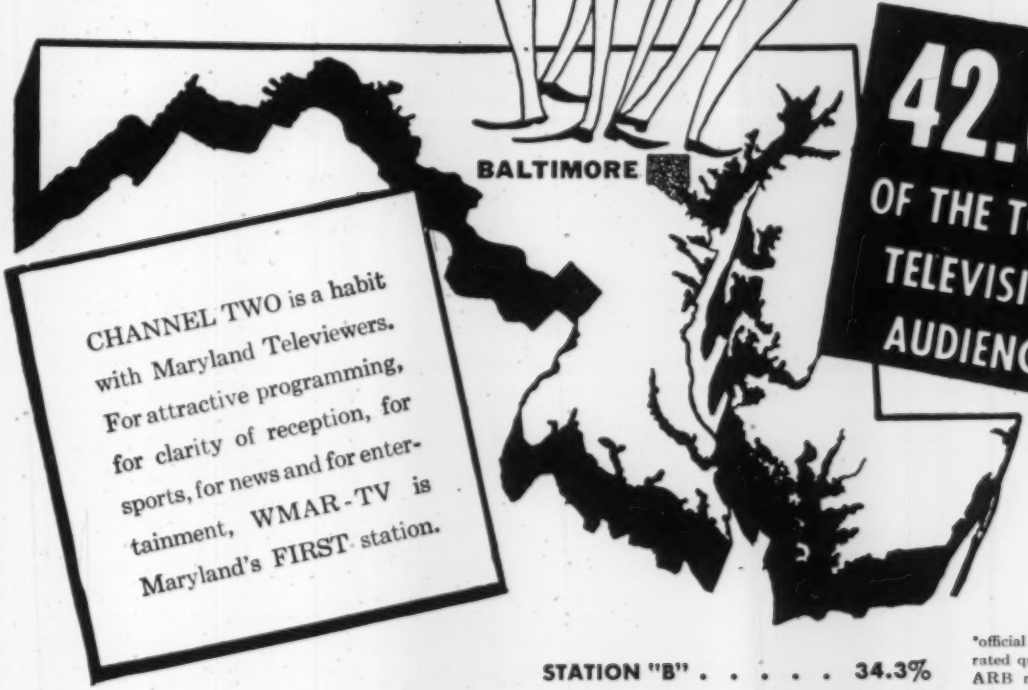
Leads any TWO other stations in listening audience according to all surveys available.

For more listeners and more value

Call UBC, 109 W. Baltimore St. Baltimore, Saratoga 8250 or 1143 Conn. Ave. N.W., Washington, D.C., Emerson 2798

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV



42.6%* OF THE TOTAL TELEVISION AUDIENCE

CHANNEL TWO is a habit with Maryland Televiewers. For attractive programming, for clarity of reception, for sports, for news and for entertainment, WMAR-TV is Maryland's FIRST station.

STATION "B"	34.3%
STATION "C"	23.0%
Others	0.1%

*official tabulation of all rated quarter hours in ARB report covering July 14-20, incl.

Represented by **THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

MARYLAND

SPOT RATE FINDER

(Continued from page 78)

CUMBERLAND, Allegany, 24,349 homes, 96% radio, 23,375 radio homes.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.58	5.83	11.60	23.17	36.00	60.00
N	7.83	8.67	17.33	34.67	54.00	90.00

WCUM, 250w, 1490kc, CBS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WCUM-FM, Chan. 275, 102.9mc, 1kw, Meeker, Bonus

WDYK, 250w, 1230kc, ABC, Radio Reps, MBS

D	4.75	5.50	10.80	21.50	36.00	60.00
N	5.50	8.00	16.00	32.00	54.00	90.00

WTBO, 250w, 1450kc, NBC

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WTBO-FM, Chan. 295, 106.9mc, 1kw, Bonus

FREDERICK, Frederick, 16,038 homes, 94.1% radio, 15,092 radio homes.

WFMD, 1kw, 930kc, CBS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WFMD-FM, Chan. 260, 99.9mc, 2kw (Rates on request)

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

HAGERSTOWN, Washington, 21,701 homes, 95.3% radio, 20,681 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.04	6.30	12.60	25.20	37.80	63.00
N	7.20	9.00	18.00	36.00	54.00	90.00

WARK, 250w, 1490kc, ABC, Radio Reps, Conlan, BMB

D	5.04	6.30	12.60	25.20	37.80	63.00
N	7.20	9.00	18.00	36.00	54.00	90.00

WJEJ, 250w, 1240kc, MBS

D	5.04	6.30	12.60	25.20	37.80	63.00
N	7.20	9.00	18.00	36.00	54.00	90.00

WJEJ-FM, Chan. 284, 104.7mc, 1kw, Walker, Bonus

HAVRE DE GRACE, Harford, 13,102 homes, 94.4% radio, 12,368 radio homes.

WASA, 1kw-D, 1330kc, Schepp-Reiner

D	5.00	6.00	10.00	18.00	27.00	45.00

SALISBURY, Wicomico, 11,818 homes, 92.3% radio, 10,908 radio homes.

WBOC, 1kw, 960kc, MBS, Burn-Smith, BMB

D	6.00	7.50	14.00	28.00	42.00	70.00
N	7.00	9.00	16.00	32.00	48.00	80.00

WBOC-FM, Chan. 248, 97.5mc, 3kw, Burn-Smith (Bonus with WBOC, used separate 50% of AM rate)

SILVER SPRING, Montgomery, 43,933 homes, 97.6% radio, 42,879 radio homes.

2 AM non-affiliates, average 1-time rate

D	7.00	12.50	17.50	31.00	65.00	115.00

WGAY, 1kw-D, 1050kc, Independent Metropolitan Sales, Pulse

D	7.00	10.00	15.00	27.00	45.00	80.00

WOOK, 1kw-D, 1590kc

D		15.00	20.00	35.00	85.00	150.00

* * *

MARKET INDICATORS FOR MARYLAND

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,343,001	'50	1,821,244	'40
% of U. S.	1.6%	'50	1.38%	'40
Homes	641,547	'50	449,960	'40
Percent Radio	95.7%	'50	88.1%	'40
Radio Homes	613,960	'50	396,338	'40
Retail Sales	$2,051,819,000	'50	1,912,186,000	'48
Retail Trade Employes	109,170	'48	75,468	'39
Wholesale Sales Volume	$2,039,449,000	'48	689,000,000	'39
Wholesale Trade Employes	33,400	'48	25,315	'39
Manufacturing Employment (Mid-March)			236,135	'47
Manufacturing Taxable Payrolls (1st Quarter)			$148,070,000	'47
Income	$3,081,000,000	'49	1,222,000,000	'40
Percent distribution	1.56%	'49	1.61%	'40
Per Capita Income	$ 1,401	'49	713	'40
Percent of national per capita income	105%	'49	124%	'40
New Construction (Private)	$ 376,900,000	'50	61,400,000	'39
Residential	$ 255,600,000	'50	39,100,000	'39
Non-Residential	$ 74,600,000	'50	13,400,000	'39
Automobile Registration	684,748	'50	574,005	'48
Telephones	662,000	'50	405,100	'43

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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MARYLAND RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr 1948 ($000)
Allegany	89,484	86,973	24,349	23,375	96.0	18,896	76,976	1,511*	23,758	14,88
Anne Arundel	111,187	68,375	33,909	32,214	95.0	12,156	59,855	8,175*	6,915	3,43
Baltimore*	1,209,567	1,014,925	331,929	322,303	97.1	34,425	1,262,952	15,547*	393,245	250,19
Calvert	12,272	10,484	4,482	3,841	85.7	1,256	7,178	5,330*	959	36
Caroline	18,198	17,594	5,863	5,406	92.2	3,450	19,040	10,852*	3,846	2,10
Carroll	44,504	39,054	10,955	10,462	95.5	7,950	35,117	14,877*	6,891	3,37
Cecil	33,320	26,407	9,694	9,141	94.3	4,897	21,789	7,227*	3,372	1,66
Charles	23,363	17,612	5,947	5,114	86.0	1,799	14,013	5,452*	1,405	72
Dorchester	27,780	28,006	8,616	7,677	89.1	4,769	20,856	7,416*	4,845	2,02
Frederick	62,158	57,312	16,038	15,092	94.1	11,525	52,792	19,446*	8,029	3,69
Garrett	21,206	21,981	5,992	5,387	89.9	3,146	13,038	3,981*	3,503	1,21
Harford	52,014	35,060	13,102	12,368	94.4	6,567	36,261	8,912,208	4,147	2,00
Howard	23,064	17,175	5,903	5,561	94.2	3,071	10,795	5,866*	2,362	1,45
Kent	13,665	13,465	4,507	4,074	90.4	2,444	12,296	6,217*	1,657	63
Montgomery	163,749	83,912	43,933	42,879	97.6	19,109	109,789	12,496*	14,120	7,97
Prince Georges	193,799	89,490	50,737	48,758	96.1	17,644	83,670	7,092,252	9,959	5,39
Queen Annes	14,491	14,476	4,362	3,921	89.9	2,527	9,823	8,798*	935	29
St. Marys	28,953	14,626	6,502	5,377	82.7	1,280	13,279	6,201*	858	31
Somerset	20,710	20,965	6,262	5,517	88.1	3,357	16,020	9,914*	2,695	89
Talbot	19,368	18,784	6,165	5,604	90.9	3,853	24,581	5,622,634	2,990	1,26
Washington	78,726	68,838	21,701	20,681	95.3	14,843	67,953	8,727,086	20,288	11,22
Wicomico	39,541	34,530	11,818	10,908	92.3	7,335	47,470	21,105*	9,903	4,43
Worcester	23,124	21,245	8,781	7,982	90.9	4,001	36,276	24,473*	3,810	1,43

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.
* Baltimore County combined with independent City of Baltimore.

MASSACHUSETTS

SPOT RATE FINDER

ATTLEBORO, Bristol, 108,453 homes, 98.4% radio, 106,718 radio homes.

WARA, 1kw, 1320kc, Bannan, Noonan

	SB	1M	5M	15M	30M	1 Hr
D	9.00	10.00	15.00	30.00	50.00	75.00
N	11.00	12.00	18.00	42.00	60.00	90.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

BEVERLY, Essex, 153,496 homes, 98.5% radio, 151,194 radio homes.

WIBL, 250w-D, 1540kc (CP) (No rates available)

BOSTON, Suffolk, 234,448 homes, 98.8% radio, 231,635 radio homes.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	36.33	45.33	69.50	120.33	189.67	241.25
N	72.67	75.33	127.33	240.67	379.67	482.50

* * *

6 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	14.71	16.49	28.08	55.42	84.25	141.08
N	25.62	26.12	50.00	100.00	150.00	226.50

WBZ, 50kw, 1030kc, NBC, Free & Peters, Pulse, BMB (Operates with WBZA, Springfield, Mass.)

D		45.00	56.00	112.00	168.00	280.00
N		90.00	112.00	224.00	336.00	560.00

WBZ-FM, Chan. 225, 92.9mc, 20kw, Bonus

WBZ-TV, Chan. 4, 7.07kw-aur., 15.61kw-vis., NBC, Spot Sales

D	120.00	150.00	240.00	360.00	600.00
N	200.00	250.00	400.00	600.00	1000.00

WCOP, 5kw, 1150kc, Cowles, Katz, Pulse, BMB

D	25.00	25.00	40.00	80.00	120.00	200.00
N	37.50	37.50	60.00	120.00	180.00	300.00

* * *

WCOP-FM, Chan. 264, 100.7mc, 20kw, Katz Bonus

WEEI, 5kw, 590kc, CBS, Radio Sales, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	42.00	50.00	52.50	105.00	157.00	262.5
N	84.00	70.00	70.00	210.00	315.00	525.0

WEEI-FM, Chan. 277, 103.3mc, 20kw, Radio Sales, Bonus

WHDH, 50kw, 850kc, Blair, Hooper, Pulse

D	30.00	30.00	40.00	80.00	120.00	204.0
N	40.00	40.00	60.00	120.00	180.00	306.0

WHDH-FM, Chan. 233, 94.5mc, 20kw, Bonus

WHEE, 1kw-D, 1090kc

D	7.50	11.00	17.50	35.00	60.00	100.0

WMEX, 5kw, 1510kc

D	9.00	10.00	25.00	50.00	75.00	125.0
N	10.00	12.00	50.00	100.00	150.00	250.0

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MASSACHUSETTS RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr 1948 ($000)
Barnstable	46,381	37,295	28,191	27,120	96.2	9,684	68,545	4,929*	5,512	2,75
Berkshire	130,941	122,273	39,099	38,317	98.0	30,007	143,219	7,851*	42,580	28,79
Bristol	380,849	364,637	108,453	106,718	98.4	89,300	312,939	19,529*	127,027	76,05
Dukes	5,555	5,669	3,746	3,581	95.6	1,508	7,625	429*	799	38
Essex	521,093	496,313	153,496	151,194	98.5	124,278	541,266	17,826*	166,564	103,94
Franklin	52,578	49,453	16,326	15,902	97.4	12,347	55,499	11,715*	13,462	8,16
Hampden	367,507	332,107	100,811	100,105	99.3	82,569	384,552	11,097*	123,165	81,31
Hampshire	86,472	72,461	22,087	21,667	98.1	16,458	67,486	13,768*	15,677	8,76
Middlesex	1,059,875	971,390	277,499	276,944	99.8	230,313	844,480	32,251*	219,458	136,73
Nantucket	3,417	3,401	2,322	2,301	99.1	948	6,603	216*	647	37
Norfolk	391,007	325,180	104,493	104,180	99.7	78,417	326,101	10,346*	63,341	39,48
Plymouth	189,457	168,824	69,037	67,794	98.2	44,639	189,811	17,212*	39,239	22,26
Suffolk	886,058	863,248	234,448	231,635	98.8	205,152	1,200,360	1,280*	386,653	254,51
Worcester	543,094	504,470	148,764	146,384	98.4	119,210		27,224*	178,053	116,19

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income add $000.

WNAC, 5kw, 1260kc, Yankee, MBS, H-R Reps.

	SB	1M	5M	15M	30M	1 Hr
D	22.00	30.00	44.00	88.00	132.00	220.00
N	44.00	44.00	88.00	176.00	264.00	440.00

WNAC-FM, Chan. 253, 98.5mc, 19.5kw, Bonus

WNAC-TV, Chan. 7, 13.3kw-aur., 26.6kw-vis., ABC, CBS, DuMont, Petry

D	160.00	160.00	200.00	380.00	570.00	950.00
N	250.00	250.00	315.00	500.00	750.00	1250.00

WORL, 5kw-D, 950kc, Bolling, Pulse

D	6.00	12.00	24.00	48.00	72.00	120.00

WVOM, 5kw, 1600kc, McGillvra

D	10.75	10.75	22.00	39.50	58.50	97.50
N	15.00	15.00	30.00	60.00	90.00	150.00

BROCKTON, Plymouth, 69,037 homes, 98.2% radio, 67,748 radio homes.

WBET, 1kw-D, 990kc, Bannan, Colton

	SB	1M	5M	15M	30M	1 Hr
D	7.50		15.00	30.00	45.00	75.00

WBET-FM, Chan. 249, 97.9mc, 0.8kw, Bannan, Colton, (Bonus—Daytime) (Night rates on request)

CAMBRIDGE, Middlesex, 277,499 homes, 99.8% radio, 276,944 radio homes.

WTAO, 250w-D, 740kc, Indie Sales

D	8.00	8.00	20.00	35.00	60.00	100.00

WXHR (FM), Chan. 245, 96.9mc, 20kw, Bonus

CHICOPEE, Hampden, 100,811 homes, 99.3% radio, 100,105 radio homes.

WACE, 1kw-D, 730kc, IMS, Nowlin, BMB

D	7.00	7.00	14.00	28.00	42.00	70.00

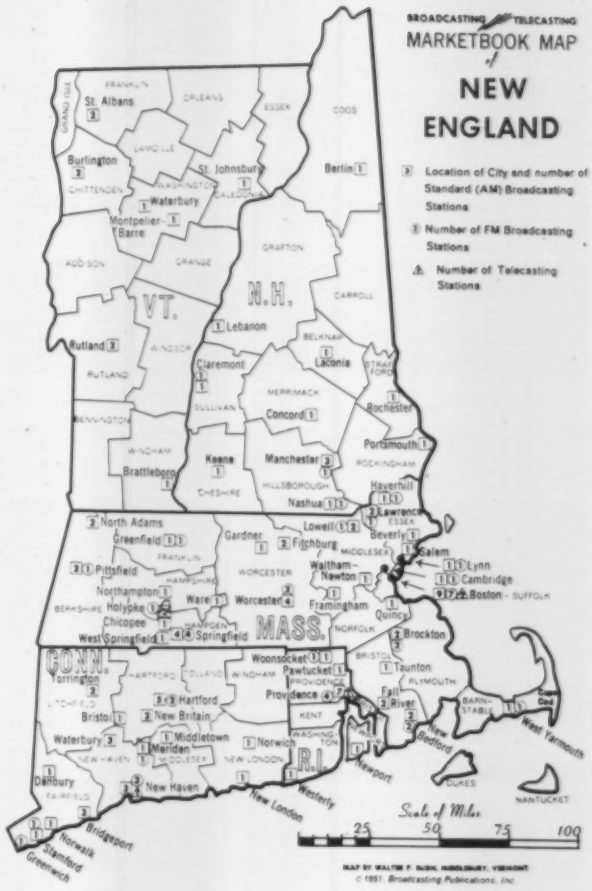
(Continued on page 82)

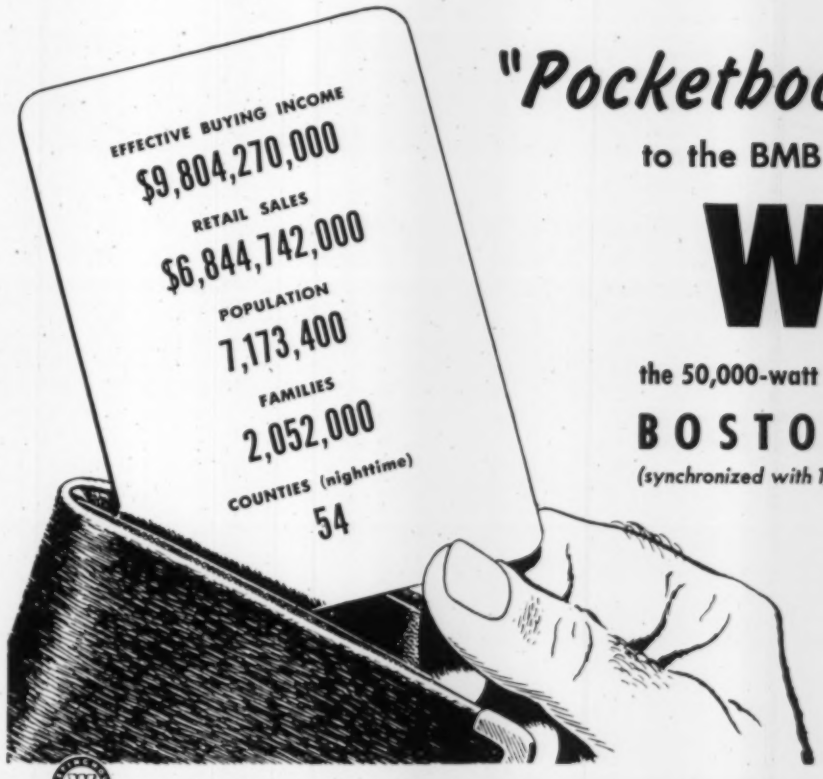
* * *

MARKET INDICATORS FOR MASSACHUSETTS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	4,690,514	'50	4,316,721	'40
% of U. S.	3.1%	'50	3.28%	'40
Homes	1,308,772	'50	1,086,623	'40
Percent Radio	98.9%	'50	96.2%	'40
Radio Homes	1,294,376	'50	1,044,830	'40
Retail Sales	$4,689,903,000	'50	4,258,279,000	'48
Retail Trade Employes	254,609	'48	210,116	'39
Wholesale Sales Volume	$6,327,290,000	'48	2,232,100,000	'39
Wholesale Trade Employes	80,591	'48	60,134	'39
Manufacturing Employment (Mid-March)			737,030	'47
Manufacturing Taxable Payrolls (1st Quarter)			$465,361,000	'47
Income	$6,892,000,000	'49	3,309,000,000	'40
Percent distribution	3.49%	'49	4.36%	'40
Per Capita Income	$ 1,417	'49	766	'40
Percent of national per capita income	107	'49	133%	'40
New Construction (Private)	$ 482,200,000	'50	98,800,000	'39
Residential	$ 314,100,000	'50	49,300,000	'39
Non-Residential	$ 92,800,000	'50	26,600,000	'39
Automobile Registration	1,280,329	'50	1,111,359	'48
Telephones	1,586,900	'50	1,101,100	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.





"Pocketbook Guide"

to the BMB area covered by

WBZ

the 50,000-watt WESTINGHOUSE Station in

BOSTON, MASS.

(synchronized with 1,000-watt WBZA Springfield)

Represented nationally by
Free & Peters
NBC Affiliate

Figures compiled from
Sales Management statistics

WESTINGHOUSE RADIO STATIONS Inc

MASSACHUSETTS

SPOT RATE FINDER

(Continued from page 81)

FALL RIVER, Bristol, 108,453 homes, 98.4% radio, 106,718 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.50	7.00	14.00	28.00	42.00	70.00
N	11.00	12.00	28.00	56.00	84.00	140.00

WALE, 250w, 1400kc, MBS

D	5.00	6.00	12.00	24.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WSAR, 5kw, 1480kc, ABC, Bannan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	32.00	64.00	96.00	160.00

FITCHBURG, Worcester, 148,764 homes, 98.4% radio, 146,384 radio homes.

WEIM, 1kw, 1280kc, MBS, Walker, Kettel-Carter

D	7.00
N	12.00

WFGM, 1kw-D, 1580kc, Deveny, Bannan, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

FRAMINGHAM, Middlesex, 277,499 homes, 99.8% radio, 276,944 radio homes.

WKOX, 1kw-D, 1190kc

D	6.00	12.00	24.00	36.00	60.00
N	9.00	18.00	36.00	54.00	90.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

GARDNER, Worcester, 148,764 homes, 98.4% radio, 146,384 radio homes.

WHOB, 250w, 1490kc, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D		6.00	12.00	24.00	36.00	60.00
N		8.00	16.00	32.00	48.00	80.00

GREENFIELD, Franklin, 16,326 homes, 97.4% radio, 15,902 radio homes.

WHAI, 250w, 1240kc, MBS, Walker, Bannan

D	5.00	5.00	8.00	16.00	24.00	40.00
N	8.00	8.00	12.00	24.00	36.00	60.00

WHAI-FM, Chan. 252, 98.3mc, 1kw, Walker, Bannan, Bonus

HAVERHILL, Essex, 153,496 homes, 98.5% radio, 151,194 radio homes.

WHAV, 250w, 1490kc, Kettell-Carter

D	8.00	8.00	16.00	32.00	48.00	80.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WHAV-FM, Chan. 223, 92.5mc, 20kw, Bonus

HOLYOKE, Hampden, 100,811 homes, 99.3% radio, 100,105 radio homes.

WHYN, 1kw, 560kc, MBS, Walker

D	10.00	12.00	16.00	32.00	48.00	80.00
N	12.00	15.00	30.00	60.00	90.00	150.00

WHYN-FM, Chan. 226, 93.1mc, 20kw
(No data available)

WREB, 500w-D, 930kc

D	8.00	10.00	20.00	27.00	50.00

LAWRENCE, Essex, 153,496 homes, 98.5% radio, 151,194 radio homes.

WCCM, 1kw-D, 800kc, Bannan, Colton

D	6.00	7.50	12.00	30.00	45.00	75.00

WLAW, 50kw, 680kc, ABC, Weed, Conlan, Pulse

D	25.00	25.00	40.00	80.00	120.00	200.00
N	50.00	50.00	80.00	160.00	240.00	400.00

WLAW-FM, Chan. 229, 93.7mc, 20kw, Weed, Bonus

LOWELL, Middlesex, 277,499 homes, 99.8% radio, 276,944 radio homes.

WCAP, 1kw-D, 980kc

D	9.00	9.00	18.00	36.00	54.00	90.00

WLLH, 250w, 1400kc, MBS, Haskell Bloomberg

D	10.00	10.00	12.00	24.00	36.00	60.00
N	20.00	20.00	24.00	48.00	72.00	120.00

WLLH-FM, Chan. 258, 99.5mc, 12.2kw, Bonus

LYNN, Essex, 153,496 homes, 98.5% radio, 151,194 radio homes.

WLYN, 1kw-D, 1360kc, Noonan

	SB	1M	5M	15M	30M	1 Hr
D		10.00	20.00	40.00	60.00	100.00

WLYN-FM, Chan. 288, 105.5mc, 0.6kc, Bonus during AM operating hours, consult station for night rates

NEW BEDFORD, Bristol, 108,453 homes, 98.4% radio, 106,718 radio homes.

WBSM, 100w, 1230kc, Kettell-Carter, McGillvra, Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WBSM-FM, Chan. 247, 97.3mc, 20kw, Kettell-Carter, McGilvra, Bonus

WNBH, 250w, 1340kc, MBS, Conlan

D	7.50	7.50	14.40	28.00	43.20	72.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WFMR (FM), Chan. 251, 98.1mc, 20kw, Walker, Bonus

NORTH ADAMS, Berkshire, 39,099 homes, 98.0% radio, 38,317 radio homes.

2 AM non-affiliates, average 1-time rate

D	2.75	4.25	7.15	14.30	21.45	35.75

WMNB, 250w, 1230kc, Grant

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WNAW, 250w-D, 860kc

D	2.50	4.50	6.30	12.60	18.90	31.50

NORTHAMPTON, Hampshire, 22,087 homes, 98.1% radio, 21,667 radio homes.

WHMP, 250w, 1400kc

D	6.00	6.00	10.00	20.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	70.00

PITTSFIELD, Berkshire, 39,099 homes, 98.0% radio, 38,317 radio homes.

2 AM affiliates, average 1-time rate

D	7.50	7.50	10.80	21.60	32.40	54.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WBEC, 250w, 1490kc, ABC, McKinney

	SB	1M	5M	15M	30M	1 Hr
D		8.00	9.60	19.20	28.80	48.00
N		8.00	16.00	32.00	48.00	80.00

WBEC-FM, Chan. 232, 94.3mc, 1kw, Bonus

WBRK, 250w, 1340kc, MBS, Yankee, Walker

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

QUINCY, Norfolk, 104,493 homes, 99.7% radio, 104,180 radio homes.

WJDA, 1kw-D, 1300kc

D	6.00	6.00	13.00	24.00	36.00	60.00

SALEM, Essex, 153,496 homes, 98.5% radio, 151,194 radio homes.

WESX, 250w, 1230kc

D	6.00	12.00	18.00	24.00	36.00	60.00
N	6.00	12.00	18.00	24.00	36.00	60.00

SPRINGFIELD, Hampden, 100,811 homes, 99.3% radio, 100,105 radio homes.

2 AM affiliates, average 1-time rate

D	8.75	10.00	15.00	30.00	45.00	77.50
N	17.50	20.00	30.00	60.00	90.00	155.00

WBZA, 1kw, 1030kc
(Operates in conjunction with WBZ Boston)

WBZA-FM, Chan. 246, 97.1mc, 10kw

WJKO, 5kw-D, 1600kc, Bolling

D	3.00	5.00	10.00	25.00	40.00	70.00

WJKO-FM, Chan. 270, 101.9mc, 11kw, Bonus

WMAS, 250w, 1450kc, CBS, Petry, Hooper

D	10.00	10.00	15.00	30.00	45.00	75.00
N	20.00	20.00	30.00	60.00	90.00	150.00

WMAS-FM, Chan. 234, 94.7mc, 3.2kw, Petry, Bonus

WSPR, 1kw, 1270kc, ABC, Bannan, Hollingbery, Hooper

D	7.50	10.00	15.00	30.00	45.00	80.00
N	15.00	20.00	30.00	60.00	90.00	160.00

WSPR-FM, Chan. 250, 97.9mc, 13kw, Bonus

TAUNTON, Bristol, 108,453 homes, 98.4% radio, 106,718 radio homes.

WPEP, 1kw-D, 1570kc

D	4.90	5.90	11.00	22.00	33.00	55.00

(Continued on page 84)

WEIM FITCHBURG MASSACHUSETTS

1000 W. FULLTIME 1280 KC.

Mutual Broadcasting System — Yankee Network

"The Voice of Central Massachusetts"

REPRESENTED BY

THE WALKER COMPANY

ATLANTA • CHICAGO • KANSAS CITY • LOS ANGELES • NEW YORK

KETTEL - CARTER IN BOSTON

MARKET DATA

0.5 mv/m Measured December 1950 by New England Radio Consultants, Inc., Hartford, Conn.

Population		430,560
Radio Families	Mass. 103,780	
Radio Families	N. H. 6,000	
		109,780
Retail Sales		174,341
Food Sales		57,770
Drug Sales		5,755
Eat and Drink Sales		16,190

Money values in thousands of dollars. Population figures from U. S. Census 1950. Radio families BMB 1950. Consumer Markets S R & D 1950-1951.

more dials are turning to . . .

more dollars are turning to . . .

WHDH

BOSTON — 50,000 WATTS

We're not going into a long song and dance on "why WHDH is Boston's most productive radio station" . . . figures don't lie, and here are some honeys!

PULSE OF BOSTON RATINGS January through April, 1947 vs. 1951*								
YEAR	7:00-9:35	9:35-10:00	10:00-12:00	12:00-4:00	4:00-6:00	6:00-8:00	8:00-10:30	10:30-12Md
1947	1.75	2.07	2.83	2.74	2.44	2.25	1.77	1.07
1951	3.43	5.17	4.60	4.03	5.41	4.53	2.78	1.99
COST PER THOUSAND PER ONE-MINUTE SPOT*								
1947	$1.14	$ .97	$ .99	$ .73	$ .82	$1.11	$1.41	$1.87
1951	$ .59	$ .45	$ .59	$ .50	$ .56	$ .60	$ .79	$ .74

*FOR FURTHER DETAILS SEE YOUR JOHN BLAIR MAN

PERCENTAGE INCREASE IN NATIONAL SPOT BILLING, 1947 vs. 1950

304.8%

the Boston station with the "winning personalities"

50,000 WATTS · 850 ON THE DIAL

WHDH

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

MASSACHUSETTS

SPOT RATE FINDER

(Continued from page 82)

WALTHAM, Middlesex, 277,499 homes, 99.8% radio, 276,944 radio homes.
WCRB, 1kw-D, 1330kc, Bannan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00

WARE, Hampshire, 22,087 homes, 98.1% radio, 21,667 radio homes.
WARE, 1kw-D, 1250kc, Radio Reps., Borgatti, Noonan

D	6.00		10.00	20.00	30.00	50.00

WEST SPRINGFIELD, Hampden, 100,811 homes, 99.3% radio, 100,105 radio homes.
WTXL, 250w, 1490kc, Walker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WEST YARMOUTH, Barnstable, 28,191 homes, 96.2% radio, 27,120 radio homes.
WOCB, 250w, 1240kc, MBS, Walker, Bannan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	14.00	28.00	42.00	70.00

WOCB-FM, Chan. 232, 94.3mc, 1kw, Bonus

WORCESTER, Worcester, 148,764 homes, 98.4% radio, 146,384 radio homes.

3 AM affiliates, average 1-time rate

D	11.17	12.33	21.33	42.67	64.00	106.67
N	20.33	22.67	39.33	78.67	118.00	196.67

WAAB, 5w, 1440kc, MBS, Ra-Tel

D	6.00	8.00	16.00	32.00	48.00	80.00
N	12.00	16.00	32.00	64.00	96.00	160.00

New rates effective 10/15/51, ABC

D	10.00	10.00	20.00	40.00	60.00	100.00
N	14.00	14.00	36.00	72.00	108.00	180.00

WGTR (FM), Chan. 256, 99.1mc, 20kw, (See Transit Radio Listing)
WNEB, 250w, 1230kc, Bolling, Hooper

D	6.00	7.50	12.00	24.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WORC, 1kw, 1310kc, Yankee, MBS, Headley-Reed (Networks & Rep. effective 10/51)

D	7.50	9.00	18.00	36.00	54.00	90.00
N	15.00	18.00	36.00	72.00	108.00	180.00

WTAG, 5kw, 580kc, CBS, Raymer, Pulse

D	20.00	20.00	30.00	60.00	90.00	150.00
N	34.00	34.00	50.00	100.00	150.00	250.00

WTAG-FM, Chan. 274, 96.1mc, 10kw, Raymer, Bonus

MICHIGAN

SPOT RATE FINDER

ADRIAN, Lenawee, 19,176 homes, 97.9% radio, 18,773 radio homes.
WABJ, 250w-D, 1500kc, Holman, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00

ALMA, Gratiot, 9,441 homes, 96.7% radio, 9,129 radio homes.
WFYC, 1kw-D, 1280kc, Great Lakes Network

D		6.00	12.00	24.00	36.00	60.00

ALPENA, Alpena, 6,310 homes, 94.9% radio, 5,988 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

WATZ, 250w, 1450kc, MBS, KBS, Holman (Sold in combination with WTCM, Traverse City, WATT, Cadillac & WMBN, Petoskey, Mich.)

	SB	1M	5M	15M	30M	1 Hr
D		10.50	20.00	42.50	62.50	105.00
N		12.50	25.00	60.00	100.00	150.00

ANN ARBOR, Washtenaw, 33,288 homes, 98.7% radio, 32,855 radio homes.
WHRV, 1kw, 1600kc, ABC, Forjoe, Hooper

D	6.40	8.00	14.40	28.80	38.40	48.00
N	8.00	10.00	18.00	36.00	48.00	60.00

WPAG, 1kw-D, 1050kc, McGillvra, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00

WPAG-FM, Chan. 254, 98.7mc, 2.2kw, McGillvra, Bonus daytime only.

N	4.00	4.00		16.00	24.00	40.00

BAD AXE, Huron, 10,580 homes, 96.9% radio, 10,252 radio homes.
WLEW, 250w-D, 1540kc, Headley-Reed

D		5.00	10.00	20.00	30.00	50.00

BATTLE CREEK, Calhoun, 32,949 homes, 98.3% radio, 32,389 radio homes.

2 AM affiliates, average 1-time rate

D	6.75	7.25	16.25	29.00	43.50	72.50
N	8.50	9.00	21.50	38.00	57.00	95.00

WBCK, 1kw, 930, MBS, Burn-Smith, Conlan

D	7.00	8.00	17.50	28.00	42.00	70.00
N	9.00	10.00	25.00	40.00	60.00	100.00

WELL, 250w, 1400kc, ABC, Bolling

D	6.50	6.50	15.00	30.00	45.00	75.00
N	8.00	8.00	18.00	36.00	54.00	90.00

WELL-FM, Chan. 271, 103.1mc, 45kw, Bolling (Rates not available)

(Continued on page 86)

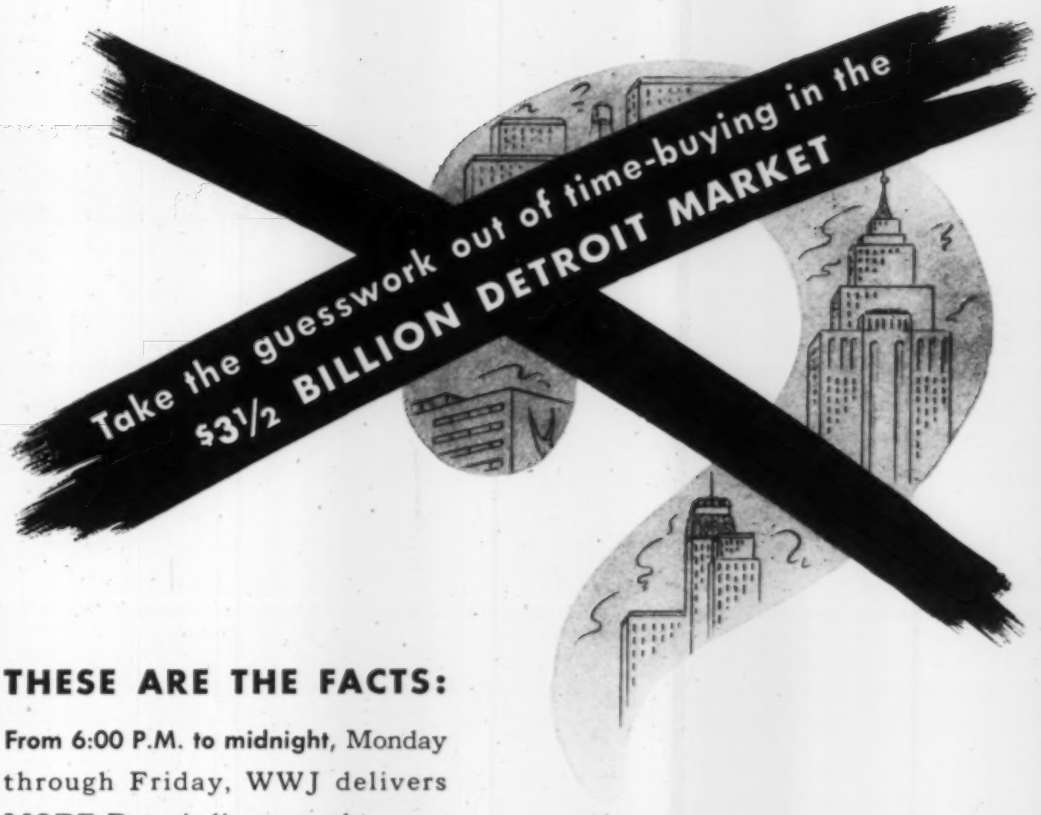
WELL
BATTLE CREEK

Battle Creek's top-rated station

and the best buy because . . .

- *25 years of making friends — and sales*
- *Covers retail trading area of 198,299*
- *Affiliated with American Bcstg. Company*

Represented nationally by THE BOLLING CO. ★ **250W • 1400 WELL WELL-FM**



THESE ARE THE FACTS:

From 6:00 P.M. to midnight, Monday through Friday, WWJ delivers MORE Detroit listeners than any other station.

WWJ's average cost-per-thousand nighttime listeners* in the Detroit Metropolitan Area (828,720 families) is 28% lower than the average cost-per-thousand listeners for nighttime radio in Detroit.

That's why WWJ takes the guesswork out of buying time to sell Detroit. Ask for figures.

***based on March-April 1951 Pulse Ratings**

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WWJ AM-FM
Basic NBC Affiliate

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

MICHIGAN

SPOT RATE FINDER

(Continued from page 84)

BAY CITY, Bay, 23,821 homes, 97.9% radio, 23,321 radio homes.

WBCM, 1kw-D, 500w-N, 1440kc, ABC, Hollingbery, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	16.00	30.00	44.00	75.00
N	12.00	12.00	24.00	44.00	44.00	110.00

WBCM-FM, Chan. 241, 96.1mc, 41kw, Hollingbery, Bonus

WGRO, 500w-D, 1260kc, Sears & Ayer

D		5.00	12.00	24.00	36.00	60.00

BENTON HARBOR, Berrien, 37,826 homes, 97.6% radio, 36,918 radio homes.

WHFB, 1kw-D, 1060kc, Holman, Conlan

D	6.60	7.70	11.00	16.50	33.00	55.00

WHFB-FM, Chan. 260, 99.9mc, 9.2kw, Holman (Bonus daytime only)

N		3.00	4.00	8.00	12.00	20.00

CADILLAC, Wexford, 5,962 homes, 96.2% radio, 5,735 radio homes.

WATT, 250w, 1240kc, MBS, Holman, KBS (Sold in combination with WTCM, Traverse City, WMBN, Petoskey & WATZ, Alpena, Mich.)

D		10.50	20.00	42.50	62.50	105.00
N		12.50	25.00	60.00	100.00	150.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

for more facts on the
MUSKEGON MARKET
contact
HIL F. BEST
Representatives of
Radio Station WKNK

COLDWATER, Branch, 9,519 homes, 97.2% radio, 9,252 radio homes.

WTVB, 1kw-D, 1590kc, LBS, KBS, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.50	13.50	18.75	24.00	36.00	60.00
N	7.50	7.50	13.50	18.75	24.00	36.00	60.00

WTVB-FM, Chan. 252, 98.3mc, 0.77kw, LBS, McGillvra

D		2.00	2.00	4.00	6.00	10.00
N		2.00	2.00	4.00	6.00	10.00

DEARBORN, Wayne, 624,681 homes, 98.7% radio, 616,560 radio homes.

WKMH, 5kw-D, 1kw-N, 1310kc, Headley-Reed

D	22.50	45.00	60.50	90.00	135.00	225.00
N	22.50	45.00	60.50	90.00	135.00	225.00

WKMH (FM), Chan. 262, 100.3mc, 25.5kw, Bonus

DETROIT, Wayne, 624,681 homes, 98.7% radio, 616,560 radio homes.

4 AM affiliates, average 1-time rate

D	49.59	51.15	84.00	168.00	252.00	420.00
N	81.70	87.95	139.50	279.00	413.50	697.50

2 AM non-affiliates, average 1-time rate

D	21.00	32.50	55.00	90.00	135.00	225.00
N	21.00	32.50	55.00	90.00	135.00	225.00

CKLW, 50kw, 800kc, MBS, Young

D	30.00	30.00	60.00	120.00	180.00	300.00
N	60.00	60.00	120.00	240.00	360.00	600.00

CKLW-FM, Chan. 230, 93.9mc, 3kw

WDET (FM), Chan. 270, 101.9mc, 52kw

D	2.50	5.00	13.40	26.80	40.20	67.00
N	4.50	7.50	20.00	40.00	60.00	100.00

WEXL, 250w, 1340kc (see Royal Oak listing)

WJBK, 250w, 1490kc, Katz, Hooper

D	25.00	25.00	50.00	100.00	150.00	250.00
N	25.00	25.00	50.00	100.00	150.00	250.00

WJBK-FM, Chan. 226, 93.1mc, 30kw, Bonus

WJBK-TV, Chan. 2, 8.3kw-aur.; 16.5kw-vis.; CBS, DuMont, Katz, Videodex

D	132.00	132.00	165.00	264.00	396.00	660.00
N	200.00	200.00	275.00	440.00	660.00	1100.00

WJLB, 250w, 1400kc, Forjoe, Pulse

D	17.00	40.00	60.00	80.00	120.00	200.00
N	17.00	40.00	60.00	80.00	120.00	200.00

WJLB-FM, Chan. 250, 97.9mc, 30kw (Same as above)

MARKET INDICATORS FOR MICHIGAN

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	6,371,766	'50	5,256,106	'40
% of U. S.	4.2%	'50	4%	'40
Homes	1,787,935	'50	1,361,021	'40
Percent Radio	98.1%	'50	93.4%	'40
Radio Homes	1,753,964	'50	1,271,499	'40
Retail Sales	$6,768,995,000	'50	5,941,538,000	'48
Retail Trade Employes	305,887	'48	208,645	'39
Wholesale Sales Volume	$6,485,958,000	'48	1,926,500,000	'39
Wholesale Trade Employes	83,190	'48	53,695	'39
Manufacturing Employment (Mid-March)			1,044,991	'47
Manufacturing Taxable Payrolls (1st Quarter)			$768,072,000	'47
Income	$9,013,000,000	'49	3,425,000,000	'40
Percent distribution	4.56%	'49	4.51%	'40
Per Capita Income	$ 1,443	'49	649	'40
Percent of national per capita income	108%	'49	113%	'40
New Construction (Private)	$1,005,000,000	'50	191,900,000	'39
Residential	$ 688,300,000	'50	118,000,000	'39
Non-Residential	$ 180,400,000	'50	35,800,000	'39
Automobile Registration	2,432,684	'50	2,005,949	'48
Telephones	2,037,100	'50	1,252,600	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

WJR, 50kw, 760kc, CBS, Petry, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	68.75	75.00	110.00	220.00	330.00	550.00
N	125.00	150.00	200.00	400.00	600.00	1000.00

WJR-FM, Chan. 242, 96.3mc, 24kw, Petry, Bonus

WKMH, 5kw-D, 1kw-N, 1310kc, Headley-Reed (see Dearborn listing)

WLDM (FM), Chan. 238, 95.5mc, 20kw

D		10.00	17.50	45.00	70.00	120.00
N		12.50	22.50	50.00	80.00	140.00

WWJ, 5kw, 950kc, NBC, Hollingbery, Pulse

D	57.60	57.60	96.00	192.00	288.00	480.00
N	76.80	76.80	128.00	256.00	384.00	640.00

WWJ-FM, Chan. 246, 97.1mc, 10.5kw, Hollingbery, Pulse, Bonus

WWJ-TV, Chan. 4, 8.55kw-aur.; 17.1kw-vis.; NBC, Hollingbery, Pulse

D	132.00	132.00	165.00	264.00	396.00	660.00
N	200.00	200.00	275.00	440.00	660.00	1100.00

WXYZ, 5kw, 1270kc, ABC, ABC Spot Sales

	SB	1M	5M	15M	30M	1 Hr
D	42.00	42.00	70.00	140.00	210.00	350.00
N	65.00	65.00	110.00	220.00	330.00	550.00

WXYZ-FM, Chan. 266, 101.1mc, 30kw, Bonus

WXYZ-TV, Chan. 7, 13.9kw-aur.; 27.9kw-vis.; ABC, ABC Spot Sales

D	132.00	165.00	264.00	396.00	660.00
N	200.00	275.00	440.00	660.00	1100.00

ESCANABA, Delta, 9,592 homes, 95.8% radio, 9,189 radio homes.

WDBC, 1kw, 680kc, MBS, Walker

D		7.50	15.00	30.00	40.00	60.00
N		9.00	27.50	45.00	60.00	90.00

FLINT, Genesee, 73,314 homes, 98.3% radio, 72,068 radio homes.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	11.42	11.42	19.60	37.53	58.47	91.33
N	17.17	17.17	34.17	62.33	92.67	153.33

WAJL (FM), Chan. 296, 107.1mc, 0.40kw
(See Transit Radio listing)

WBBC, 1kw, 1330kc, MBS, Forjoe

D	8.75	8.75	17.00	34.00	50.00	80.00
N	12.00	12.00	29.50	56.00	84.00	140.00

WFDF, 1kw, 910kc, ABC, Katz, BMB, Hooper

D	15.00	15.00	25.00	45.00	75.00	110.00
N	22.00	22.00	45.00	75.00	110.00	180.00

WMRP, 250w-D, 1510kc

D		5.75	10.00	20.00	30.00	50.00

WTAC, 1kw-D, 500w-N, 600kc, NBC, Raymer

D	10.50	10.50	16.80	33.60	50.40	84.00
N	17.50	17.50	28.00	56.00	84.00	140.00

GAYLORD, Otsego, 2,750 homes, 93.4% radio, 2,569 radio homes.

WATC, 1kw-D, 900kc, Holman

D	4.80	4.80	9.60	24.00	36.00	60.00

GRAND HAVEN, Ottawa, 21,466 homes, 98.7% radio, 21,187 radio homes.

WGHN, 250w, 1490kc
(No rates available)

GRAND RAPIDS, Kent, 80,657 homes, 98.3% radio, 79,286 radio homes.

3 AM affiliates, average 1-time rate

D	9.83	10.42	17.33	36.00	52.00	86.67
N	17.67	18.33	31.33	61.00	90.67	151.67

2 AM non-affiliates, average 1-time rate

D	6.00	9.00	17.50	35.00	52.50	87.50

WFRS (FM), Chan. 223, 92.5mc, 10.5kw
(No rates available)

WFUR, 1kw-D, 1570kc, Best

D	6.00	8.00	15.00	30.00	45.00	75.00

WGRD, 1kw-D, 1410kc, McGillvra, Hooper

D		10.00	20.00	40.00	60.00	100.00
N		12.00	24.00	48.00	72.00	120.00

WJEF, 250w, 1230kc, CBS, Avery-Knodel, Hooper

D	9.00	10.75	16.00	32.00	48.00	80.00
N	16.00	18.00	30.00	55.00	80.00	135.00

WJEF-FM, Chan. 229, 93.7mc, 550kw
(CP)

WLAV, 250w, 1340kc, ABC, Pearson, Hooper

D	8.00	8.00	16.00	36.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WLAV-FM, Chan. 245, 96.9mc, 3kw, Pearson, Bonus

WLAV-TV, Chan. 7, 10kw-aur.; 20kw-vis.; ABC, CBS, NBC, DuMont, Pearson

D	67.50	67.50	93.75	150.00	225.00	375.00
N	90.00	90.00	125.00	200.00	300.00	500.00

WOOD, 5kw, 1300kc, NBC, Katz, Hooper

D	12.50	12.50	20.00	40.00	60.00	100.00
N	25.00	25.00	40.00	80.00	120.00	200.00

HOLLAND, Ottawa, 21,466 homes, 98.7% radio, 21,187 radio homes.

WHTC, 250w, 1450kc, Grant, Conlan

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	40.00	60.00

HOUGHTON, Houghton, 12,773 homes, 97.4% radio, 12,441 radio homes.

WHDF, 250w, 1400kc, MBS, Walker, Conlan

D	3.50	3.50	8.00	15.00	22.00	36.00
N	5.00	5.00	12.00	24.00	36.00	60.00

IRON MOUNTAIN, Dickinson, 7,349 homes, 96.9% radio, 7,121 radio homes.

WMIQ, 250w, 1450kc, ABC

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

IRON MOUNTAIN, Iron, 5,211 homes, 95.8% radio, 4,992 radio homes.

WIKB, 250w, 1230kc, MBS, Walker, Conlan

D		4.50	9.00	18.00	26.00	45.00
N		6.00	15.00	30.00	45.00	75.00

IRONWOOD, Gogebic, 7,747 homes, 96.6% radio, 7,484 radio homes.

WJMS, 1kw, 630kc, MBS, Walker, O'Connor

D	4.00	6.00	12.00	24.00	36.00	60.00
N	7.00	9.00	18.00	36.00	54.00	90.00

ISHPEMING, Marquette, 13,092 homes, 96.7% radio, 12,660 radio homes.

WJPD, 250w, 1240kc

D	2.25	3.50	8.00	15.00	22.00	36.00
N	3.25	5.00	12.00	24.00	36.00	60.00

JACKSON, Jackson, 29,918 homes, 98.2% radio, 29,379 radio homes.

WIBM, 250w, 1450kc, ABC, Forjoe, Holman

D	7.50	7.50	12.00	22.50	37.50	75.00
N	7.50	7.50	12.00	22.50	37.50	75.00

WIBM-FM, Chan. 222, 92.3mc, 16kw
(No rates available)

KALAMAZOO, Kalamazoo, 35,100 homes, 98.5% radio, 34,574 radio homes.

2 AM affiliates, average 1-time rate

D	8.25	9.37	17.75	32.00	48.00	80.00
N	13.50	15.00	27.50	50.00	75.00	125.00

(Continued on page 88)

when in ~~ROME~~ Flint

do as 600 Local Advertisers do to get their share of

238,000,000 Retail Dollars

● The acid test of any medium's potency is local-advertiser opinion . . . and Flint's radio time buyers are WFDF's head cheer leaders!

More than 600 of them—anxious as you are to get their share of the $238,000,000 spent annually in Flint for retailed products—are keeping their prospects alive via Flint's favorite station.

Get the facts—get in Flint's profit picture, and get in *right* through WFDF. More than a quarter of a million customers are buying comforts, conveniences, necessities and entertainment in Flint—two hundred thirty-eight million dollars' worth a year.

910 Kilocycles

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AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM & WFBM-TV Indianapolis—WEOA Evansville

MICHIGAN

(Continued from page 87)

(Kalamazoo Contd.)

WGFG, 1kw, 1360kc, ABC, H-R Reps

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	17.50	28.00	42.00	70.00
N	10.00	10.00	25.00	40.00	60.00	100.00

WKZO, 5kw, 590kc, CBS, Avery-Knodel, Hooper

D	10.50	12.75	18.00	36.00	54.00	90.00
N	17.00	20.00	30.00	60.00	90.00	150.00

WKZO-TV, Chan. 3, 8kw-aur.; 16kw-vis.; CBS, NBC, ABC, DuMont, Avery-Knodel

D	15.00	30.00	55.00	80.00	120.00	200.00
N	30.00	60.00	110.00	160.00	240.00	400.00

LANSING, Ingham, 46,414 homes, 98.6% radio, 45,764 radio homes.

2 AM affiliates, average 1-time rate

D	7.00	7.00	13.50	24.50	37.50	60.00
N	9.50	9.50	19.00	36.00	54.50	90.00

WILS, 1kw, 1320kc, MBS, Rambeau, Hooper

D	7.00	7.00	15.00	25.00	39.00	60.00
N	10.00	10.00	20.00	36.00	55.00	90.00

WJIM, 250w, 1240kc, ABC, H-R Reps, Hooper

D	7.00	7.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WJIM-TV, Chan. 6, 2.5kw-aur., 5kw-vis., NBC, ABC, CBS, DuMont, H-R Reps.

D	40.00	40.00	75.00	120.00	180.00	300.00
N	60.00	60.00	105.00	170.00	255.00	425.00

LUDINGTON, Mason, 7,247 homes, 96.3% radio, 6,979 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

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WKLA, 250w, 1450kc, ABC, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D	2.00	2.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	16.00	24.00	40.00

MANISTEE, Manistee, 6,742 homes, 86.4% radio, 5,825 radio homes.

WMTE, 250w, 1340kc, Best

D	2.50	2.50	5.00	10.00	17.00	30.00
N	3.40	3.40	7.50	15.00	25.00	40.00

MARINE CITY, Saint Clair, 27,023 homes, 98.1% radio, 26,510 radio homes.

WSDC, 1kw, 1590kc, Best

D	2.00	6.00	12.00	24.00	36.00	60.00
N	2.00	6.00	12.00	24.00	36.00	60.00

MARQUETTE, Marquette, 13,092 homes, 96.7% radio, 12,660 radio homes.

WDMJ, 1kw, 1320kc, MBS, BMB, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

MIDLAND, Midland, 9,436 homes, 97.0% radio, 9,153 radio homes.

WMDN, 250w, 1490kc

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MOUNT CLEMENS, Macomb, 47,363 homes, 98.8% radio, 46,795 radio homes.

WMLN (FM), Chan. 292, 106.3mc, 34kw

D	4.17	9.80	14.80	23.20	40.00
N	6.25	14.70	22.30	34.80	60.00

MOUNT PLEASANT, Isabella, 7,540 homes, 96.1% radio, 7,246 radio homes.

WCEM, 500w-D, 1150kc

D	3.60	4.50	11.70	23.40	35.10	58.50

MUSKEGON, Muskegon, 34,899 homes, 98.2% radio, 34,271 radio homes.

2 AM affiliates, average 1-time rate

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	90.00

WKBZ, 1kw, 850kc, ABC, Forjoe (CP 5kw)

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	80.00

* * *

WKBZ-FM, Chan. 225, 98.9mc, 4.7kw, Forjoe, Bonus

WKNK, 5kw, 1600kc, MBS, Best

	SB	1M	5M	15M	30M	1 Hr
D	6.00	12.00	24.00	36.00	60.00	
N	10.00	20.00	40.00	60.00	100.00	

WMUS, 1kw-D, 1090kc, Holman

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

OWOSSO, Shiawassee, 12,853 homes, 97.8% radio, 12,570 radio homes.

WOAP, 250w-D, 1080kc

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WOAP-FM, Chan. 276, 103.1mc, 1kw, McGillvra

D	2.00	4.00	8.00	12.00	20.00

PETOSKEY, Emmet, 6,988 homes, 94.4% radio, 6,597 radio homes.

WMBN, 250w, 1340kc, MBS, KBS (Sold in combination with WTCM, Traverse City, WATT, Cadillac, & WATZ, Alpena, Mich.)

D	10.50	20.00	42.50	62.50	105.00
N	12.50	25.00	60.00	100.00	150.00

PONTIAC, Oakland, 106,559 homes, 99.0% radio, 105,493 radio homes.

WCAR, 1kw-D, 1130kc, Pearson

D	15.60	45.00	65.00	95.00	130.00

WCAR-FM, Chan. 258, 99.5mc, 25kw, Bonus

PORT HURON, Saint Clair, 27,023 homes, 98.1% radio, 26,510 radio homes.

2 AM affiliates, average 1-time rate

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	7.00	14.00	28.00	42.00	70.00

WHLS, 250w, 1450kc, MBS, Conlan

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WTTH, 1kw, 1380kc, ABC, Weed

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WTTH-FM, Chan. 256, 99.1mc, 22kw

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ROGERS CITY, Presque Isle, 3,954 homes, 93.5% radio, 3,697 radio homes.

WHAK, 1kw-D, 960kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	7.00	14.00	23.50	35.25

ROYAL OAK, Oakland, 106,559 homes, 99.0% radio, 105,493 radio homes.

WEXL, 250w, 1340kc

D	6.00	15.00	30.00	45.00	75.00	125.00
N	6.00	15.00	30.00	45.00	75.00	125.00

SAGINAW, Saginaw, 40,412 homes, 97.8% radio, 39,523 radio homes.

2 AM affiliates, average 1-time rate

D	8.45	8.45	15.80	30.00	49.00	73.50
N	11.75	11.75	21.80	42.50	72.00	120.00

WKNX, 1 kw-D, 1210kc, Holman

D	8.00	10.00	12.00	25.00	45.00	75.00

WSAM, 250w, 1400kc, NBC, Headley-Reed

D	8.40	8.40	15.60	30.00	48.00	72.00
N	12.00	12.00	21.60	42.00	72.00	120.00

WSAM-FM, Chan. 251, 98.1mc, 1.7kw, Bonus

WSGW, 1kw, 790kc, MBS, Pearson

D	8.50	8.50	16.00	30.00	50.00	75.00
N	11.50	11.50	22.00	43.00	72.00	120.00

SAULT STE. MARIE, Chippewa, 9,517 homes, 95.8% radio, 9,117 radio homes.

WSOO, 250w-D, 100w-N, 1230kc, ABC, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

STURGIS, Saint Joseph, 11,933 homes, 97.3% radio, 11,611 radio homes.

WSTR, 500-w, 1460kc, LBS, McGillvra

D	2.50	4.75	7.50	12.00	18.00	30.00
N	2.50	4.75	7.50	12.00	18.00	30.00

TRAVERSE CITY, Grand Traverse, 8,463 homes, 95.8% radio, 8,108 radio homes.

WTCM, 250w, 1400kc, MBS, KBS (Sold in combination with WATT, Cadillac, WMBN, Petoskey & WATZ, Alpena).

D	10.50	20.00	42.50	62.50	105.00
N	12.50	25.00	60.00	100.00	150.00

* * *

MICHIGAN County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Alcona	5,802	5,463	3,351	3,197	95.4	1,130	3,842	1,939*	249	123
Alger	9,878	10,167	3,407	3,179	93.3	1,905	7,882	1,320*	1,728	1,168
Allegany	47,240	41,839	15,994	15,530	97.1	10,018	41,011	22,956*	4,865	3,013
Alpena	22,009	20,766	6,310	5,988	94.9	4,225	21,045	3,375*	3,968	2,354
Antrim	10,622	10,964	4,360	4,103	94.1	2,145	7,898	3,869*	506	208
Arenac	9,590	9,233	3,618	3,394	93.8	1,726	8,770	3,390*	599	284
Baraga	8,014	9,356	2,523	2,402	95.2	1,895	6,137	1,546*	1,073	512
Barry	26,038	22,613	9,540	9,273	97.2	5,715	19,983	8,796*	3,411	2,073
Bay	88,161	74,981	23,821	23,321	97.9	17,420	87,836	11,558*	18,774	12,325
Benzie	7,995	7,800	3,788	3,633	95.9	1,795	7,203	3,112*	683	285
Berrien	114,683	89,117	37,826	36,918	97.6	22,559	122,001	30,906*	30,011	20,077
Branch	30,052	25,845	9,519	9,252	97.2	6,774	27,437	10,664*	4,284	2,396
Calhoun	120,265	94,206	32,949	32,389	98.3	24,493	124,782	12,346*	31,553	21,354
Cass	28,016	21,910	10,681	10,318	96.6	5,478	20,269	7,579*	3,299	2,019
Charlevoix	13,343	13,031	5,460	5,182	94.9	2,706	10,733	2,962*	1,291	653
Cheboygan	13,421	13,644	5,990	5,583	93.2	2,545	13,262	2,073*	1,494	720
Chippewa	28,936	27,807	9,517	9,117	95.8	5,597	29,472	3,171*	4,917	2,771
Clare	10,204	9,163	4,790	4,570	95.4	1,889	8,549	2,798*	878	386
Clinton	31,106	26,671	8,468	8,273	97.7	6,428	18,936	13,946*	1,842	939
Crawford	4,126	3,765	2,103	2,015	95.8	740	3,801	171*	336	143
Delta	32,725	34,037	9,592	9,189	95.8	7,286	28,983	4,753*	5,363	3,018
Dickinson	24,630	28,731	7,349	7,121	96.9	6,676	24,907	1,839*	6,948	3,843
Eaton	39,915	34,124	11,483	11,184	97.4	8,801	30,876	11,801*	3,793	1,948

★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★

"This is WSAM, with FM, Saginaw's FIRST Station . . ."

YES, THAT'S A FAMILIAR STATEMENT TO WSAM LISTENERS—BUT HAVE YOU STOPPED TO CONSIDER WHAT THAT ANNOUNCEMENT REALLY MEANS . . .? WHAT SOUND, SOLID FACTS ARE BEHIND THE PHRASE—"FIRST IN SAGINAW . . . ?"

IT SYMBOLIZES WSAM AS THE—

★ FIRST STATION SAGINAWIANS REALLY CALLED THEIR "OWN" (ON THE AIR IN JUNE, 1940)

★ FIRST STATION TO BRING THE TOP-NOTCH TALENT OF NBC TO NORTHEASTERN MICHIGAN.

★ FIRST AND ONLY STATION IN SAGINAW TO BROADCAST OVER STATIC-FREE FM (WSAM-FM, 98.1 MC)

★ FIRST STATION IN SAGINAW TO CARRY ON-THE-SPOT BROADCASTS OF LOCAL BASEBALL, FOOTBALL AND BASKETBALL GAMES, PLUS ELECTION RETURNS, CIVIC AFFAIRS, AND SPECIAL NEWS EVENTS.

—AND MOST IMPORTANT OF ALL—

★ FIRST IN LISTENERSHIP! Year After Year

Independent Radio Surveys Show MORE PEOPLE Listen MORE OFTEN To WSAM Than Any Other Station in The Saginaw Valley!

YES, IT IS UNBEATABLE EVIDENCE, POINTING DIRECTLY, UNMISTAKABLY TO THE TRUTH BEHIND THE STATEMENT

"This is WSAM, with FM, Saginaw's FIRST Station . . . FIRST IN SAGINAW"

SAGINAW BROADCASTING COMPANY

RADIO BUILDING-SAGINAW

WSAM–AM-FM

NATIONAL BROADCASTING COMPANY

AM - 1400 KC

FM - 98.1 MG

OWNERS-OPERATORS

WLEW–BAD AXE

GREAT LAKES NETWORK

AM - 1540 KC

National Representative HEADLEY-REED CO.

★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★ FIRST ★

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Emmet	16,365	15,791	6,988	6,597	94.4	3,189	22,340	2,235*	2,389	1,278
Genesee	270,034	227,944	73,314	72,068	98.3	56,536	300,824	11,560*	76,989	56,986
Gladwin	9,418	9,385	3,832	3,679	96.0	1,915	6,248	2,855*	632	375
Gogebic	26,942	31,797	7,747	7,484	96.6	7,106	25,960	1,218*	3,132	3,729
Grand Traverse	28,160	23,390	8,463	8,108	95.8	4,903	33,381	6,977*	4,484	2,494
Gratiot	33,265	32,205	9,441	9,129	96.7	7,405	31,068	15,556*	5,078	2,840
Hillsdale	31,750	29,092	9,811	9,507	96.9	7,224	26,944	13,983*	3,973	2,226
Houghton	39,525	47,631	12,773	12,441	97.4	11,116	33,346	4,887*	7,934	4,234
Huron	33,038	32,584	10,580	10,252	96.9	6,837	31,726	20,958*	3,507	2,145
Ingham	172,466	130,616	46,414	45,764	98.6	34,502	206,752	12,647*	50,126	36,905
Ionia	38,040	35,710	10,627	10,308	97.0	8,353	30,176	12,572*	5,163	2,864
Iosco	10,775	8,560	6,960	6,696	96.2	1,862	10,410	1,869*	1,132	553
Iron	17,628	20,243	5,211	4,992	95.8	4,392	17,754	1,778*	3,473	1,999
Isabella	28,883	25,982	7,540	7,246	96.1	5,628	22,649	10,643*	3,976	2,471
Jackson	107,409	93,108	29,918	29,379	98.2	23,193	116,571	12,495*	27,489	19,929
Kalamazoo	126,019	100,085	35,100	34,574	98.5	25,472	136,692	11,637*	36,359	25,852
Kalkaska	4,569	5,159	2,178	2,026	93.0	891	2,659	1,312*	358	178
Kent	287,020	246,338	80,657	79,286	98.3	63,953	327,339	23,068*	96,133	65,614
Keweenaw	2,901	4,004	1,549	1,473	95.1	871	1,064	111*	208	77
Lake	5,233	4,798	3,664	3,316	90.5	871	3,222	1,202*	149	53
Lapeer	35,636	32,116	9,342	9,127	97.7	6,409	27,758	15,098*	2,425	1,238
Leelanau	8,568	8,436	3,585	3,370	94.0	1,517	4,633	5,176*	388	160
Lenawee	64,401	53,110	19,176	18,773	97.9	13,200	65,997	21,733*	14,198	9,164
Livingston	26,628	20,863	10,348	10,141	98.0	5,112	23,909	9,213*	3,081	1,800
Luce	8,105	7,423	1,735	1,615	93.1	1,069	5,541	799*	1,355	672
Mackinac	9,113	9,438	4,589	4,277	93.2	1,722	7,825	859*	769	323
Macomb	184,251	107,638	47,363	46,795	98.8	25,692	135,384	17,555*	13,609	8,744
Manistee	18,393	18,450	6,742	5,825	86.4	4,435	15,455	3,069*	3,258	1,608
Marquette	47,475	47,144	13,092	12,660	96.7	10,608	40,324	2,233*	10,651	6,303
Mason	19,967	19,378	7,247	6,979	96.3	4,589	21,758	6,086*	2,734	1,389
Mecosta	17,887	16,902	6,295	5,974	94.9	3,679	15,073	6,561*	1,883	972
Menominee	25,188	24,883	7,180	6,965	97.0	5,484	17,593	7,267*	4,877	2,719
Midland	35,478	27,094	9,436	9,153	97.0	5,956	26,539	5,232*	10,059	8,467
Missaukee	7,410	8,034	2,455	2,295	93.5	1,394	4,851	4,523*	235	78
Monroe	75,274	58,620	21,468	20,996	97.8	13,549	63,038	17,486*	11,784	8,945
Montcalm	30,857	28,581	10,646	10,273	96.5	6,923	31,255	12,527*	4,661	2,693
Montmorency	4,096	3,840	2,427	2,238	92.2	667	3,878	1,016*	210	106
Muskegon	120,775	94,501	34,899	34,271	98.2	23,998	129,793	6,532*	40,845	31,748
Newaygo	21,473	19,286	8,014	7,637	95.3	4,236	15,134	8,985*	2,115	1,176
Oakland	393,467	254,068	106,559	105,493	99.0	63,095	376,680	14,638*	74,698	55,510
Oceana	16,031	14,812	5,558	5,302	95.4	3,182	11,780	9,085*	1,343	788
Ogemaw	9,281	8,720	4,467	4,177	93.5	1,559	9,243	2,695*	581	252
Ontonagon	10,245	11,359	3,455	3,313	95.9	808	7,997	2,208*	1,697	937
Osceola	13,759	13,309	4,454	4,258	95.6	2,777	10,792	4,853*	1,213	555
Oscoda	3,108	2,543	2,461	2,286	92.9	478	2,053	813*	113	29
Otsego	6,398	5,827	2,750	2,569	93.4	958	6,144	1,442*	695	367
Ottawa	73,357	59,660	21,466	21,187	98.7	14,882	69,621	20,222*	14,958	9,906
Presque Isle	11,853	12,250	3,954	3,697	93.5	2,044	8,734	3,689*	1,596	965
Roscommon	5,805	3,668	5,145	4,862	94.5	828	7,647	314*	387	152
Saginaw	152,838	130,468	40,412	39,523	97.8	31,292	146,901	19,415*	40,654	27,837
St. Clair	91,175	76,222	27,023	26,510	98.1	18,953	92,231	13,600*	20,163	12,863
St. Joseph	34,885	31,749	11,933	11,611	97.3	8,321	36,947	8,266*	8,575	5,308
Sanilac	30,737	30,114	10,884	10,557	97.0	6,738	26,160	24,520*	1,686	756
Schoolcraft	9,102	9,524	3,272	3,102	94.8	1,939	8,332	711*	1,597	762
Shiawassee	45,704	41,207	12,853	12,570	97.8	10,179	42,584	13,583*	8,898	4,890
Tuscola	38,147	35,694	10,772	10,395	96.5	7,707	30,999	21,353*	2,798	1,499
Van Buren	38,939	35,111	15,337	14,892	97.1	8,881	35,979	18,556*	4,702	2,363
Washtenaw	132,980	80,810	33,288	32,855	98.7	20,880	139,811	16,179*	39,951	30,828
Wayne	2,395,301	2,015,623	624,681	616,560	98.7	493,988	73,146	11,052*	932,483	724,640
Wexford	18,496	17,976	5,962	5,735	96.2	4,023	2,961,590	2,034*	4,012	2,277

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

The Detroit Radio Audience Listens to WJBK
and here's proof!!!*

→ **Top audience 4 evenings out of 7!**

→ **1st on Sunday afternoons with 58.0!**

→ **Sunday thru Saturday evenings 24.1**

(Topped only by 50kw net with 25.5)

→ **Total Rated Time Periods 22.3**

– 2nd only to 50,000 watt net!

* *Radio Hooperatings—June 1951*

This tremendous audience, immediately translated by WJBK into exceptional listener-response and terriffic sales results, is the lion's share of the wealthy Detroit market. . . . *and it can be yours* —when you advertise on WJBK!

A FORT INDUSTRY STATION

WJBK –AM –FM –TV DETROIT

The Station with a Million Friends

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

MINNESOTA

SPOT RATE FINDER

ALBANY, Stearns, 16,521 homes, 97.1% radio, 16,042 radio homes.
KASM, 500w-D, 1150kc, LBS, Continental

	SB	1M	5M	15M	30M	1 Hr
D	1.50	3.50	6.00	10.00	15.00	30.00
N	1.50	3.50	6.00	10.00	15.00	30.00

ALBERT LEA, Freeborn, 9,344 homes, 97.9% radio, 9,148 radio homes.
KATE, 250w, 1450kc, ABC, Bulmer & Johnson, (Minneapolis), Pearson, Conlan

D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	16.00	32.00	48.00	80.00

ALEXANDRIA, Douglas, 6,956 homes, 96.7% radio, 6,726 radio homes.
KXRA, 250w, 1490kc

D	3.00	4.50	9.00	18.00	37.50	60.00
N	4.50	6.00	12.00	22.50	45.00	75.00

AUSTIN, Mower, 11,148 homes, 98.3% radio, 10,958 radio homes.
KAUS, 1kw, 1480kc, MBS, Crossley

D	7.20	7.20	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

BEMIDJI, Beltrami, 7,864 homes, 94.3% radio, 7,416 radio homes.
KBUN, 250w, 1450kc, MBS, Lawson, Crossley

D	2.50	3.00	6.00	12.00	18.00	30.00
N	4.50	6.00	12.00	24.00	36.00	60.00

BRAINERD, Crow Wing, 13,881 homes, 96.7% radio, 13,425 radio homes.
KLIZ, 250w, 1400kc, MBS, Lawson, Walker

D	4.00	6.00	9.00	20.00	30.00	50.00
N	6.00	8.00	12.00	30.00	45.00	75.00

BRECKENRIDGE, Wilkin, 2,647 homes, 97.8% radio, 2,589 radio homes.
KBMW, 250w, 1450kc

D	2.55	2.55	5.00	10.50	21.00	36.00
N	3.40	3.40	6.60	14.00	28.00	48.00

CLOQUET, Carlton, 6,939 homes, 97% radio, 6,731 radio homes.
WKLK, 250w, 1230kc, Continental

D	2.75	2.75		20.63	30.94	51.56
N	3.00	3.00		22.05	34.38	57.06

CROOKSTON, Polk, 9,930 homes, 97.1% radio, 9,642 radio homes.
KROX, 1kw, 1260kc, LBS, Cooke, Lawson

D	6.25			12.50	25.00	37.50	62.50
N	8.00			16.00	32.00	48.00	80.00

DULUTH, St. Louis South, 64,728 homes, 97.8% radio, 63,304 radio homes.

3 AM affiliates, average 1-time rate

D	7.08	7.08	11.48	21.92	38.00	67.50
N	13.00	13.00	21.40	41.50	73.00	126.67

KDAL, 5kw, 610kc, CBS, Avery-Knodel, Hooper

D	9.00	9.00	15.00	30.00	45.00	75.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WEBC, 5kw, 1320kc, NBC

D	7.00	7.00	10.00	20.00	37.50	75.00
N	12.00	12.00	18.00	37.50	75.00	140.00

WREX, 10kw-D, 5kw-N, 1080kc, MBS, Weed

D	5.25	5.25	9.45	15.75	31.50	52.50
N	9.00	9.00	16.20	27.00	54.00	90.00

EVELETH, St. Louis, 64,728 homes, 97.8% radio, 63,304 radio homes.
WEVE, 250w, 1340kc, ABC, Lawson, Conlan, BMB

D		4.50	9.00	18.00	27.00	45.00
N		6.00	15.00	30.00	45.00	75.00

FAIRMONT, Martin, 6,990 homes, 98.2% radio, 6,864 radio homes.
KSUM, 1kw, 1370, MBS, Walker, Conlan

D	3.51	5.40	9.00	18.00	27.00	45.00
N	5.85	9.00	15.00	30.00	45.00	75.00

FARIBAULT, Rice, 8,583 homes, 97.2% radio 8,343 radio homes.
KDHL, 1kw, 920kc, Pearson, BMB

D	4.50	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

FERGUS FALLS, Otter Trail, 15,816 homes, 96.6% radio, 15,278 radio homes.
KGDE, 250w, 1230kc, MBS, Great Northern, Walker

D	2.80	3.75	9.00	18.00	27.00	45.00
N	3.75	5.00	12.00	24.00	36.00	60.00

GRAND RAPIDS, Itasca, 10,216 homes, 96.3% radio, 9,838 radio homes.
KBZY, 250w, 1490kc, MBS

D	4.00	4.00	7.00	14.00	21.00	35.00
N	6.00	6.00	10.00	20.00	30.00	50.00

HIBBING, St. Louis, 64,728 homes, 97.8% radio, 63,304 radio homes.
WMFG, 250w, 1240kc, NBC

D	2.80	2.80	4.15	8.30	15.20	27.60
N	4.80	4.80	7.20	14.40	26.40	48.00

LITTLE FALLS, Morrison, 7,048 homes, 95.8% radio, 6,752 radio homes.
KLTF, 500w-D, 960kc, Power-Johns

D	2.50	2.50	4.00	9.00	15.00	24.00
N	3.00	3.00	5.00	10.50	17.50	27.00

MANKATO, Blue Earth, 10,455 homes, 97.7% radio, 10,215 radio homes.

2 AM affiliates, average 1-time rate

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

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KTOE, 1kw, 1420kc, ABC

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KYSM, 250w, 1230kc, NBC, Pearson, Conlan, BMB

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KYSM-FM, Chan. 278, 103.5mc, 47kw, Pearson, Bonus

MARSHALL, Lyon, 5,990 homes, 94.1% radio, 5,637 radio homes.
KMHL, 250w, 1400kc, MBS, Pearson

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

MINNEAPOLIS (St. Paul), Hennepin, 193,993 homes, 98.7% radio, 191,471 radio homes.

4 AM affiliates, average 1-time rate

D	29.12	40.62	58.92	88.62	135.00	225.00
N	43.33	66.25	60.00	165.00	251.25	418.75

4 AM non-affiliates, average 1-time rate

D	7.31	9.76	22.16	37.42	59.50	104.55
N	12.50	16.00	43.50	67.50	100.00	180.00

KEYD, 5kw-D, 1440kc, Rambeau

D	6.00	8.00	14.00	28.00	48.00	80.00

KSTP, 50kw, 1500kc, NBC, Petry

D	30.00	50.00	60.00	100.00	150.00	250.00
N	80.00	100.00		200.00	300.00	500.00

KSTP-FM, Chan. 271, 102.1mc, 2kw, Bonus
KSTP-TV, Chan. 5, 17.3kw-aur.; 24.7kw-vis.; NBC, Petry

D		75.00	95.00	150.00	225.00	375.00
N		130.00	175.00	260.00	390.00	650.00

WCCO, 50kw, 830kc, CBS, Radio Sales, Pulse, BMB

D	57.00	72.00	115.20	144.00	216.00	360.00
N		95.00		240.00	360.00	600.00

WDGY, 50kw-D, 25kw-N, 1130kc, Avery-Knodel, BMB

D	10.50	14.00	42.00	56.00	84.00	140.00
N	15.00	20.00	60.00	80.00	120.00	200.00

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WLOL, 5kw, 1330kc, MBS, Blair

	SB	1M	5M	15M	30M	1 Hr
D	14.50	18.00	30.50	50.50	84.00	140.00
N	20.00	25.00	60.00	100.00	165.00	275.00

WMIN, 250w, 1400kc, Radio Reps

D	7.00	9.00	20.00	40.00	60.00	120.00
N	10.00	12.00	27.00	55.00	80.00	160.00

WMIN-FM, Chan. 258, 99.5mc, 100kw, Bonus

WPBC, 500w-D, 980kc, Sears & Ayer, Hooper

D	5.75	8.05	12.65	25.30	46.00	78.20

WTCN, 5kw-D, 1kw-N, 1280kc, ABC, Free & Peters, Pulse

D	15.00	22.50	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

WTCN-FM, Chan. 246, 97.1mc, 12kw, Free & Peters
(No rates available)
WTCN-TV, Chan. 4, 9.2kw-aur.; 17.9kw-vis., ABC, CBS, DuMont, Free & Peters

D	65.00	65.00	87.50	130.00	195.00	325.00
N	130.00	130.00	175.00	260.00	390.00	650.00

MOORHEAD, Clay, 7,646 homes, 97.9% radio, 7,485 radio homes.
KVOX, 250w, 1340kc, MBS, Walker, Conlan

D	3.95	5.25	12.00	24.00	36.00	60.00
N	5.25	7.00	17.00	34.00	51.00	85.00

NEW ULM, Brown, 6,959 homes, 97.5% radio, 6,785 radio homes.
KNUJ, 1kw-D, 860kc, Conlan

D	5.25	7.00	14.00	28.00	42.00	70.00
N	3.50	5.25	10.50	21.00	31.50	52.50

NORTHFIELD, Rice, 8,583 homes, 97.2% radio, 8,343 radio homes.
WCAL-FM, Chan. 239, 95.7mc, 49kw

D	3.50	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	16.00	32.00	48.00	80.00

OWATONNA, Steele, 5,608 homes, 97.6% radio, 5,473 radio homes.
KOBK, 500w-D, 1390kc

D	2.00	2.00	4.00	9.00	15.00	24.00
N	3.00	3.00	5.00	10.50	17.50	27.00

RED WING, Goodhue, 9,086 homes, 97.7% radio, 8,877 radio homes.

* * *

KAAA, 1kw-D, 1250kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	20.00	30.00	50.00

ROCHESTER, Olmsted, 12,652 homes, 98% radio, 12,399 radio homes.

2 AM affiliates, average 1-time rate

D	4.50	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KLER, 500w-D, 1kw-N, 970kc, ABC, Pearson

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KROC, 250w, 1340kc, NBC, Ra-Tel

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

ST. CLOUD, Stearns, 16,521 homes, 97.1% radio, 16,042 radio homes.

2 AM affiliates, average 1-time rate

D	4.75	5.25	10.45	26.37	37.90	59.00
N	6.37	6.87	14.30	32.00	48.00	77.50

KFAM, 250w, 1450kc, NBC

D	4.50	4.50	10.90	27.75	40.80	68.00
N	6.75	6.75	13.60	34.00	51.00	85.00

KFAM-FM, Chan. 284, 104.7mc, 50kw, Bonus
WJON, 250w, 1240kc, ABC, Ra-Tel, Bulmer & Johnson

D	5.00	6.00	10.00	25.00	35.00	50.00
N	6.00	7.00	15.00	30.00	45.00	70.00

STILLWATER, Washington, 10,211 homes, 98% radio, 10,007 radio homes.
WSHB, 250w-D, 1220kc, KBS, Cooke

D	2.00	3.00	8.00	18.00	25.00	40.00
N	2.75	4.00	9.00	20.00	30.00	50.00

ST. PAUL (see **Minneapolis** listing)
THIEF RIVER FALLS, Pennington, 3,554 homes, 95.9% radio, 3,408 radio homes.
KTRF, 250w, 1230kc, Bulmer & Johnson, Conlan

D	2.00	3.00	8.00	18.00	25.00	40.00
N	2.70	4.00	9.00	20.00	30.00	50.00

(Continued on page 92)

What Makes 1 Radio Station Better?

MANAGEMENT

Locally-owned KSTP's administrators are right where they should be . . . in the Twin Cities. No waiting for outside directives to administer to its own people. Broad policies geared to this market.

PROGRAMMING

Bigtimers with the production know-how it takes to effectively run a 50 thousand watt NBC basic. Many network calibre personalities . . . not just one or two spread "thin" throughout the day. Again, local people programming for the wants of three million localized listeners.

PROMOTION AND MERCHANDISING

Cited year after year as the nation's finest by Billboard, Variety—and, more important, advertisers. Planalyzed Promotion makes good advertising better. Not a token service—a real, live, working department.

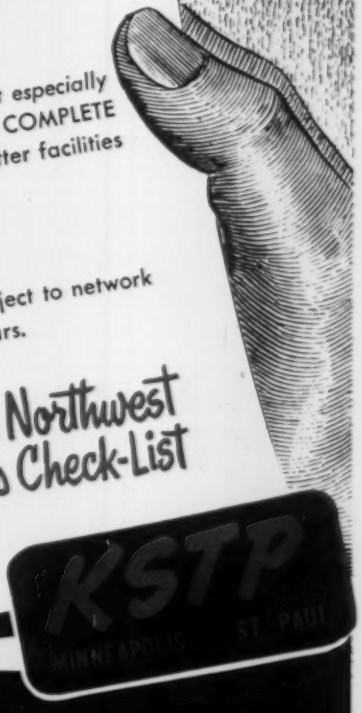
FACILITIES

KSTP's Radio City is the only structure in the Twin Cities built especially for radio and television production. The only 50 kw offering COMPLETE radio and television service to advertisers. Greater and better facilities than any station in the market.

SECURITY OF PURCHASE

Add results here, too. KSTP station features are not subject to network pre-emption. Average contract life on KSTP—11¼ years.

KSTP is the Only Station in the Northwest that can Meet Every Point on this Check-List



KEY STATION FOR THE NORTHWEST NETWORK

50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

MINNESOTA

SPOT RATE FINDER

(Continued from page 90)

VIRGINIA, St. Louis, 64,728 homes, 97.8% radio, 63,304 radio homes.

WHLB, 250w, 1400kc, NBC, Ra-Tel, Bulmer & Johnson

	SB	1M	5M	15M	30M	1 Hr
D	2.40		3.60	7.20	13.20	24.00
N	4.80		7.20	14.40	26.40	48.00

WADENA, Wadena, 3,499 homes, 95.6% radio, 3,345 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KWAD, 1kw, 920kc, MBS, Bulmer & Johnson

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.75	9.50	21.00	31.00	52.00
N	6.25	6.75	13.50	28.00	42.00	70.00

WILLMAR, Kandiyohi, 8,021 homes, 97.9% radio, 7,853 radio homes.

KWLM, 250w, 1340kc, ABC, Pearson, Conlan

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

WINONA, Winona, 10,932 homes, 96.9% radio, 10,593 radio homes.

KWNO, 250w, 1230kc, ABC, Pearson, Conlan, BMB

D	4.20	6.00	10.20	20.40	30.60	51.00
N	6.00	8.00	17.00	34.00	51.00	85.00

KWNO-FM, Chan. 248, 97.5mc, 55kw, Pearson, Bonus

WORTHINGTON, Nobles, 5,957 homes, 98.6% radio, 5,874 radio homes.

KWOA, 1kw-D, 730kc, Bulmer & Johnson

D	4.00	6.00	10.80	21.60	32.40	54.00

* * *

MARKET INDICATORS FOR MINNESOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,982,483	'50	2,792,300	'40
% of U. S.	2.0%	'50	2.12%	'40
Homes	854,939	'50	709,978	'40
Percent Radio	97.7%	'50	91.2%	'40
Radio Homes	835,275	'50	647,499	'40
Retail Sales	$2,911,471,000	'50	2,896,613,000	'48
Retail Trade Employes	152,939	'48	109,539	'39
Wholesale Sales Volume	$4,934,363,000	'48	1,458,200,000	'39
Wholesale Trade Employes	52,838	'48	39,002	'39
Manufacturing Employment (Mid-March)			187,883	'47
Manufacturing Taxable Payrolls (1st Quarter)			$118,437,000	'47
Income	$3,603,000,000	'49	1,424,000,000	'40
Percent distribution	1.82%	'49	1.88%	'40
Per Capita Income	$ 1,227	'49	509	'40
Percent of national per capita income	92%	'49	89%	'40
New Construction (Private)	$ 414.1	'50	76,400,000	'39
Residential	$ 228.3	'50	38,700,000	'39
Non-Residential	$ 66.7	'50	12,000,000	'39
Automobile Registration	1,168,887	'50	977,474	'48
Telephones	903,800	'50	641,000	'43

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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MINNESOTA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr 1948 ($000)
Aitken	14,269	17,865	6,823	6,530	95.7	3,739	8,630	6,308*	712	273
Anoka	35,556	22,443	9,809	9,574	97.6	4,795	13,616	6,706*	1,906	996
Becker	24,691	26,562	8,023	7,758	96.7	5,149	16,288	10,202*	1,542	685
Beltrami	24,850	26,107	7,864	7,416	94.3	5,041	20,469	4,724*	2,444	1,073
Benton	15,862	16,160	3,950	3,796	96.1	3,084	12,800	7,109*	1,013	496
Big Stone	9,574	10,447	2,672	2,627	98.3	2,303	10,813	8,806*	860	385
Blue Earth	38,211	36,203	10,455	10,215	97.7	8,547	49,754	23,653*	6,862	3,726
Brown	25,878	25,544	6,959	6,785	97.5	5,778	26,713	18,062*	3,502	1,651
Carton	24,534	24,212	6,939	6,731	97.0	5,212	17,434	6,140*	4,580	2,611
Carver	18,177	17,606	4,904	4,757	97.0	3,750	13,883	15,600*	1,273	594
Cass	19,099	20,646	9,861	9,358	94.9	3,856	10,696	4,623*	1,128	388
Chippewa	16,718	16,927	4,641	4,544	97.9	3,908	19,008	14,939*	1,674	775
Chisago	12,610	13,124	4,135	4,007	96.9	3,027	8,356	9,379*	871	386
Clay	30,202	25,337	7,646	7,485	97.9	5,514	33,627	14,329*	2,789	1,377
Clearwater	10,158	11,153	3,041	2,892	95.1	2,133	6,967	4,396*	575	198
Cook	2,880	3,030	1,595	1,506	94.4	606	2,422	122*	450	201
Cottonwood	15,759	16,143	4,358	4,275	98.1	3,557	15,486	18,210*	1,190	438
Crow Wing	30,676	30,226	13,881	13,423	96.7	6,778	31,537	3,957*	3,980	1,986
Dakota	49,055	39,660	12,492	12,292	98.4	8,534	35,674	15,531*	11,411	8,073
Dodge	12,609	12,931	3,367	3,286	97.6	2,873	8,690	12,427*	613	229
Douglas	21,215	20,369	6,956	6,726	96.7	4,487	20,993	12,932*	1,817	751
Fairbault	23,847	23,941	6,448	6,325	98.1	5,459	23,088	27,816*	2,014	834
Fillmore	24,401	25,830	6,944	6,736	97.0	5,673	20,598	22,717*	1,674	638
Freeborn	34,447	31,780	9,344	9,148	97.9	7,267	33,372	25,185*	5,954	3,329
Goodhue	32,080	31,564	9,086	8,877	97.7	7,358	32,880	20,200*	5,222	2,844
Grant	9,532	9,828	2,706	2,646	97.8	2,156	8,734	9,267*	468	198
Hennepin	669,565	568,899	193,993	191,471	98.7	152,246	787,306	20,850*	218,398	141,441
Houston	14,419	14,735	4,007	3,883	96.9	3,174	10,398	13,139*	1,005	392
Hubbard	11,084	11,085	5,363	5,036	93.9	2,127	7,486	3,112*	932	272
Isanti	12,094	12,950	3,386	3,267	96.5	2,481	8,192	6,793*	1,009	448
Itasea	33,141	32,996	10,216	9,838	96.3	6,943	27,084	3,660*	4,474	2,458
Jackson	16,322	16,805	4,400	4,308	97.9	3,722	14,161	19,460*	1,112	448
Kanabec	9,204	9,651	2,717	2,603	95.8	1,994	6,345	6,382*	607	272
Kandiyohi	28,521	26,524	8,021	7,853	97.9	5,646	27,759	19,058*	2,371	1,091
Kittson	9,622	10,717	2,647	2,552	96.4	2,123	7,543	13,306*	485	200
Koochiching	16,848	16,930	5,470	5,060	92.5	3,427	14,102	4,762*	3,781	2,514
Lac Qui Parle	14,508	15,509	3,818	3,765	98.6	3,335	12,076	16,922*	818	313
Lake	7,768	6,956	3,240	2,971	91.7	1,868	5,973	464*	505	236
Lake of the Woods	4,904	5,975	1,732	1,654	95.5	1,119	3,385	2,100*	358	133
Le Sueur	19,055	19,227	5,791	5,646	97.5	4,419	16,271	15,163*	2,027	1,109
Lincoln	10,182	10,797	2,774	2,086	75.2	2,298	8,229	11,279*	513	196
Lyon	22,203	21,569	5,990	5,637	94.1	4,712	28,074	18,511*	2,367	1,061
McLeod	22,185	21,380	6,080	5,764	94.8	4,676	22,755	19,436*	2,400	1,049
Mahnomen	6,998	8,054	1,790	1,697	94.8	1,325	4,136	3,465*	228	97
Marshall	16,208	18,364	4,295	4,170	97.1	3,629	10,727	15,680*	650	285
Martin	25,543	24,656	6,990	6,864	98.2	5,616	25,157	28,339*	2,886	1,393
Meeker	18,941	19,277	5,234	5,087	97.2	4,175	16,081	17,648*	1,686	751
Mille Lacs	15,109	15,558	5,126	4,911	95.8	3,263	13,018	7,884*	1,004	396
Morrison	25,738	27,473	7,048	6,752	95.8	5,163	17,773	11,617*	1,829	788
Mower	42,171	36,113	11,148	10,958	98.3	8,346	41,448	19,478*	7,865	5,544
Murray	14,778	15,060	3,685	3,622	98.3	3,081	10,951	16,384*	921	353
Nicollet	20,952	18,282	4,764	4,678	98.2	3,681	11,364	11,985*	1,287	628
Nobles	22,382	21,215	5,957	5,874	98.6	4,760	25,758	23,638*	1,989	966
Norman	12,851	14,746	3,547	3,444	97.1	3,012	9,588	10,799*	594	231
Olmstead	47,980	42,658	12,652	12,399	98.0	9,193	52,971	18,684*	9,603	5,893
Otter Tail	51,094	53,192	15,816	15,278	96.6	10,604	36,665	31,765*	4,138	1,943
Pennington	12,953	12,913	3,554	3,408	95.9	2,766	15,393	6,176*	1,493	698
Pine	18,203	21,478	5,791	5,548	95.8	4,349	12,378	10,974*	1,036	386
Pipestone	13,995	13,794	3,639	3,577	98.3	3,018	16,306	12,455*	1,533	735
Polk	35,863	37,734	9,930	9,642	97.1	7,880	30,807	36,980*	3,129	1,442
Pope	12,821	13,544	3,857	3,764	97.6	2,924	7,981	12,030*	790	291
Ramsey	353,190	309,935	98,289	97,011	98.7	81,216	425,715	4,308*	118,109	76,845
Red Lake	6,805	7,413	1,682	1,623	96.5	1,385	5,106	4,044*	358	156
Redwood	22,113	22,290	5,885	5,773	98.1	4,836	21,747	23,076*	1,966	847
Renville	23,915	24,625	6,232	6,126	98.3	5,300	20,432	26,568*	1,439	604
Rice	36,202	32,160	8,583	8,343	97.2	6,657	28,110	15,799*	3,733	1,842
Rock	11,271	10,933	2,984	2,921	97.9	2,475	11,288	13,534*	942	434
Roseau	14,491	15,103	3,762	3,596	95.6	2,812	10,268	9,382*	860	352
St. Louis	205,205	260,917	64,728	63,304	97.8	51,295	182,712	14,725*	52,155	32,253
Scott	16,459	15,585	4,449	4,316	97.0	2,995	12,315	10,064*	1,296	614
Sherburne	10,637	10,456	3,197	3,069	96.0	1,899	5,659	5,432*	437	182
Sibley	15,829	16,625	4,114	4,019	97.7	3,425	11,265	15,373*	981	401
Stearns	70,409	67,200	16,521	16,042	97.1	12,424	66,115	28,888*	8,206	4,308
Steele	21,127	19,749	5,608	5,473	97.6	4,518	22,447	15,851*	3,152	1,648
Stevens	11,114	11,039	2,854	2,768	97.0	2,274	10,577	10,160*	940	401
Swift	15,820	15,469	4,174	4,078	97.7	3,293	17,900	15,052*	1,203	513
Todd	25,410	27,438	7,276	7,014	96.4	5,594	17,121	14,618*	1,351	569
Traverse	8,064	8,283	2,195	2,166	98.7	1,846	7,997	8,011*	580	251
Wabasha	16,883	17,653	4,757	4,619	97.1	3,919	14,748	11,237*	1,462	725
Wadena	12,716	12,772	3,499	3,345	95.6	2,504	13,993	5,252*	1,236	584
Waseca	14,933	15,186	4,236	4,122	97.3	3,416	14,121	12,516*	1,453	628
Washington	34,356	26,430	10,211	10,007	98.0	6,125	24,257	11,083*	3,683	2,169
Watonwan	13,872	13,902	3,786	3,729	98.5	3,158	13,252	13,515*	1,542	638
Wilkin	10,542	10,475	2,647	2,589	97.8	2,180	8,946	7,819*	591	233
Winona	39,753	37,795	10,932	10,593	96.9	8,631	37,706	14,058*	7,717	4,341
Wright	27,693	27,550	8,622	8,329	96.6	5,889	24,659	21,488*	2,111	959
Yellow Medicine	16,231	16,917	4,372	4,311	98.6	3,754	15,046	19,356*	1,066	428

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

MISSISSIPPI

SPOT RATE FINDER

ABERDEEN, Monroe, 9,460 homes, 79.9% radio, 7,559 radio homes.
WMPA, 250w, 1240kc
(CP)
(No rates available)

BILOXI, Harrison. 21,596 homes, 84.1% radio, 18,162 radio homes.
WLOX, 250w, 1490kc, MBS, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WVMI, 1kw, 570kc

D	3.40	4.50	9.00	18.00	27.00	45.00
N	3.40	4.50	9.00	18.00	27.00	45.00

BOONEVILLE, Prentiss, 5,153 homes, 83.4% radio, 4,298 radio homes.
WBIP, 250w, 1400kc

D	3.50	3.50	9.00	16.00	30.00	55.00
N	2.75	2.75	7.50	11.00	20.00	35.00

BROOKHAVEN, Lincoln, 7,305 homes, 80.1% radio, 5,851 radio homes.
WJMB, 250w, 1340kc, Continental

D		1.00	5.00	9.00	18.00	35.00
N		.75	3.00	12.00	12.00	20.00

CENTERVILLE, Wilkinson, 3,427 homes, 80.4% radio, 2,755 radio homes.
WGLC, 250w-D, 1580kc

D	3.00	4.00	12.50	20.00	35.00	50.00

CLARKSDALE, Coahoma, 13,523 homes, 75.8% radio, 10,250 radio homes.
WROX, 250w, 1450kc, MBS

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

CLEVELAND, Bolivar, 17,128 homes, 77.8% radio, 13,326 radio homes.
WCLD, 250w, 1490kc, LBS, McGillvra

D	1.50	2.75	7.50	10.00	16.00	35.00
N	1.50	2.75	7.50	10.00	16.00	35.00

COLUMBIA, Marion, 6,031 homes, 77.7% radio, 4,686 radio homes.
WCJU, 250w, 1450kc, MBS, KBS

D		6.00	12.00	18.00	30.00
N		10.00	20.00	30.00	50.00

COLUMBUS, Lowndes, 9,537 homes, 85.0% radio, 8,106 radio homes.
WACR, 250w-D, 1050kc

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WCBI, 250w, 1340kc, MBS, Mid-South Network

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

CORINTH, Alcorn, 7,360 homes, 85.1% radio, 6,263 radio homes.
WCMA, 250w, 1230kc, MBS, Burn-Smith

D	4.00	5.00	8.00	13.00	24.00	45.00
N	5.00	6.00	11.00	25.00	40.00	70.00

GREENVILLE, Washington, 20,228 homes, 75.7% radio, 15,313 radio homes.
WGVM. 1kw-D 1260kc, Devney

D	6.00	6.00	12.00	20.00	36.00	60.00

WJPR, 1kw, 1330kc, MBS, Sears & Ayer

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

GREENWOOD, Leflore, 13,557 homes, 78.4% radio, 10,629 radio homes.

2 AM affiliates, average 1-time rate

D	5.50	6.50	9.50	20.25	38.00	67.50

WABG, 1kw-D, 960kc, LBS
(CP 500w-N)

D	5.50	6.50	10.00	18.00	36.00	60.00

WGRM, 250w, 1240kc, NBC, KBS

D			9.00	22.50	40.00	75.00
N			9.00	22.50	40.00	75.00

GRENADA, Grenada, 5,026 homes, 78.5% radio, 3,945 radio homes.
WNAG, 250w, 1400kc, MBS, Radio Sales

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

GULFPORT, Harrison, 21,596 homes, 84.1% radio, 18,162 radio homes.
WGCM, 250w, 1240kc, ABC, LBS, Sears & Ayer

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WGCM-FM, Chan. 268, 101.5mc, 3kw, Bonus
HATTIESBURG, Forrest, 12,456 homes, 80.6% radio, 10,040 radio homes.
WFOR, 250w, 1400kc, NBC, Hollingbery, BMB, Conlan

D	4.50	4.50	9.00	18.00	27.00	45.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WFOR-FM, Chan. 250, 97.9mc, 2kw, Hollingbery

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WHSY, 250w, 1230kc, BMB

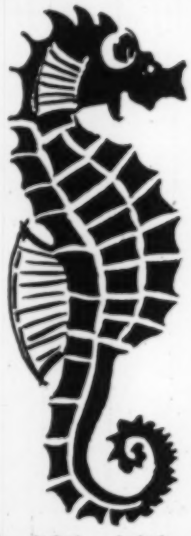
D	4.25		8.75	15.00	24.00	40.00
N	7.50		12.00	20.00	36.00	60.00

(Continued on page 94)

MARKET INDICATORS FOR MISSISSIPPI

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,178,914	'50	2,183,796	'40
% of U. S.	1.4%	'50	1.66%	'40
Homes	566,311	'50	515,369	'40
Percent Radio	79.8%	'50	39.9%	'40
Radio Homes	451,916	'50	205,613	'40
Retail Sales	$1,070,092,000	'50	992,700,000	'48
Retail Trade Employes	54,605	'48	34,884	'39
Wholesale Sales Volume	$ 977,523,000	'48	245,200,000	'39
Wholesale Trade Employes	13,957	'48	7,270	'39
Manufacturing Employment (Mid-March)	.....	..	91,117	'47
Manufacturing Taxable Payrolls (1st Quarter)	.....	..	$35,781,000	'47
Income	$1,317,000,000	'49	444,000,000	'40
Percent distribution	.67%	'49	0.58%	'40
Per Capita Income	$ 634	'49	202	'40
Percent of national per capita income	48%	'49	35%	'40
New Construction (Private)	$ 278,900,000	'49	22,600,000	'39
Residential	$ 127,700,000	'49	9,500,000	'39
Non-Residential	$ 55,200,000	'49	2,300,000	'39
Automobile Registration	484,734	'50	397,723	'48
Telephones	226,800	'50	117,900	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.



THE OLD SEA-HORSE SAYS:

BUSINESS IS BOOMING BETTER IN THE BILOXI-GULFPORT AREA
and the
MISSISSIPPI GULF COAST

And WVMI with 1000 Watts on 570 kc is the only single station on the Mississippi Gulf Coast that serves the Biloxi-Gulfport area, as well as the entire Mississippi Gulf Coast with a primary signal.

With Keesler Air Force Base, the largest military installation of it's type in the United States, located in Biloxi, spending millions of dollars in construction and personel payrolls, YOU can get YOUR share of this business by using WVMI.

WVMI programs to and for the masses—Our sales success stories prove this beyond a doubt—May We Tell You More?

Southern Representatives—DORA-CLAYTON AGENCY, Atlanta.

Represented Nationally by—NATIONAL TIME SALES, New York-Chicago.

WVMI

SERVING THE GREAT BILOXI-GULFPORT AREA
AND
"THE ENTIRE MISSISSIPPI GULF COAST"

1,000 WATTS 570 KILOCYCLES

MISSISSIPPI RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Adams	32,170	27,238	8,936	6,702	75.0	2,798	25,022	1,997*	6,827	3,221
Alcorn	27,026	26,969	7,360	6,263	85.1	3,702	16,768	4,253*	3,024	1,206
Amite	19,232	21,892	4,884	3,893	79.7	1,697	6,108	4,224*	1,307	350
Attala	26,615	30,227	6,859	5,350	78.0	2,637	13,143	5,529*	2,961	1,035
Benton	8,784	10,429	2,141	1,696	79.2	757	1,205	2,961*	59	9
Bolivar	62,805	67,574	17,128	13,326	77.8	4,889	27,894	31,538*	2,580	995
Calhoun	18,336	20,893	4,682	3,942	84.2	2,333	5,313	4,993*	1,024	356
Carroll	15,481	20,651	3,614	2,870	79.4	1,487	2,883	5,236*	257	56
Chickasaw	18,927	21,427	4,978	4,077	81.9	1,942	6,433	5,756*	943	290
Choctaw	10,999	13,548	2,874	2,331	81.1	1,138	2,835	1,814*	520	126
Claiborne	11,939	12,810	3,078	2,268	73.7	829	4,701	2,971*	1,206	374
Clarke	19,337	20,596	4,806	3,912	81.4	1,835	5,586	1,804*	2,472	636
Clay	17,733	19,030	4,658	3,573	76.7	1,681	7,812	4,052*	1,685	582
Coahoma	49,249	48,333	13,523	10,250	75.8	3,840	27,924	24,574*	3,226	1,402
Copiah	30,475	33,974	8,033	6,330	78.8	3,058	12,023	6,958*	2,634	801
Covington	16,007	17,030	3,902	3,207	82.2	1,514	5,446	3,438*	837	236
DeSoto	24,600	26,663	6,258	4,744	75.8	1,446	6,162	12,978*	423	155
Forrest	44,904	34,901	12,456	10,040	80.6	4,814	40,010	1,152*	8,849	3,827
Franklin	10,891	12,504	2,855	2,381	83.4	1,111	3,905	1,433*	982	277
George	9,974	8,704	2,444	1,985	81.2	733	4,164	1,390*	522	195
Greene	8,184	9,512	1,960	1,560	79.6	689	2,307	630*	750	270
Grenada	18,773	19,052	5,026	3,945	78.5	1,720	10,110	3,338*	2,414	972
Hancock	11,873	11,328	4,209	3,443	81.8	1,285	5,556	1,391*	768	273
Harrison	83,607	50,799	21,596	18,162	84.1	7,815	54,946	1,467*	14,567	4,866
Hinds	141,480	107,273	37,560	31,550	84.0	14,728	124,544	10,503*	32,531	16,226
Holmes	33,212	39,710	8,436	6,361	75.4	2,460	13,315	10,886*	1,413	470
Humphreys	23,083	26,257	6,154	4,616	75.0	1,763	9,732	12,763*	662	307
Issaquena	4,958	6,433	1,532	1,140	74.4	297	703	3,448*	19	8
Itawamba	17,198	19,922	4,420	3,549	80.3	1,636	2,687	4,155*	412	101
Jackson	31,304	20,601	9,171	7,915	86.3	3,113	16,940	1,016*	6,294	412
Jasper	18,876	19,484	4,518	3,569	79.0	1,409	4,408	1,852,499	790	234
Jefferson	11,283	13,969	2,972	2,244	75.5	641	3,436	2,444*	663	145
Jeff Davis	15,476	15,869	3,662	2,853	77.9	1,051	5,204	5,043*	369	117
Jones	57,030	49,227	14,396	11,733	81.5	6,136	35,724	5,500*	10,977	5,834
Kemper	15,877	21,867	3,788	2,947	77.8	1,248	3,812	3,957*	516	100
Lafayette	22,774	21,257	5,552	4,475	80.6	2,054	9,803	4,835*	854	298
Lamar	13,199	12,096	3,447	2,823	81.9	1,143	3,786	1,846*	792	226
Lauderdale	64,024	58,247	17,638	13,881	78.7	7,109	45,122	2,764*	12,311	4,964
Lawrence	12,622	13,983	3,032	2,392	78.9	956	4,557	2,552*	881	241
Leake	21,541	24,570	5,344	4,248	79.5	1,858	5,875	6,015*	713	205
Lee	38,132	38,838	10,203	8,468	83.0	4,734	24,934	9,721*	4,334	1,765
Leflore	51,669	53,406	13,557	10,629	78.4	4,961	35,986	21,455*	4,574	2,087
Lincoln	27,833	27,506	7,305	5,851	80.1	2,722	16,577	3,913*	2,862	1,108
Lowndes	37,789	35,245	9,537	8,106	85.0	3,583	20,923	6,826*	5,056	2,042
Madison	33,814	37,504	8,058	6,164	76.5	2,640	12,780	7,296*	2,145	845
Marion	23,874	24,085	6,031	4,686	77.7	2,081	10,913	4,030*	2,658	1,062
Marshall	25,042	25,522	5,926	4,445	75.0	1,375	6,781	8,255*	529	172
Monroe	36,470	37,648	9,460	7,559	79.9	3,706	13,661	9,038*	3,420	843
Montgomery	14,431	15,703	3,792	3,049	80.4	1,532	6,107	3,052*	1,120	305
Neshoba	25,695	27,882	6,406	5,067	79.1	2,407	9,717	6,703*	2,072	676
Newton	22,636	24,249	5,767	4,689	81.3	2,123	9,203	4,554*	1,652	485
Noxubee	19,992	25,669	5,058	3,788	74.9	1,089	7,265	7,177*	1,064	319
Oktibbeha	24,578	22,151	5,690	4,461	78.4	1,870	8,806	4,372*	1,622	579
Panola	31,255	34,421	8,266	6,646	80.4	2,909	13,957	11,849*	1,273	470
Pearl River	20,575	19,125	5,334	4,427	83.0	2,360	11,010	5,837*	2,694	1,055

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income *add $000.

* * *

MISSISSIPPI

SPOT RATE FINDER

(Continued from page 93)

JACKSON, Hinds, 37,560 homes, 84.0% radio, 31,550 radio homes.

5 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.35	11.30	19.15	29.65	50.50
N	11.38	11.88	17.80	32.85	50.60	84.00

WJDX, 5kw-D, 1kw-N, 1300kc, NBC, Hollingbery

D	10.00	10.00	15.00	24.00	36.00	60.00
N	15.00	15.00	25.00	48.00	72.00	120.00

WJDX-FM, Chan. 275, 102.9mc, 50kw

D	1.50	3.00	5.00	10.00	15.00
N	1.50	3.00	5.00	10.00	15.00

WJQS, 250w, 1400kc, CBS

D	3.40	7.50	12.75	21.25	42.50
N	5.00	10.00	21.25	36.00	60.00

WJXN, 250w, 1450kc, LBS, Indie Sales

D		9.00	15.00	25.00	40.00
N		9.00	15.00	25.00	40.00

* * *

WRBC, 5kw-D, 1kw-N, 620kc, MBS, Branham, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	10.00	20.00	30.00	50.00
N	12.50	12.50	20.00	40.00	60.00	100.00

WSLI, 5kw, 930kc, ABC, Weed

D	10.00	12.00	15.00	24.00	36.00	60.00
N	12.00	15.00	25.00	40.00	60.00	100.00

KOSCIUSCO, Attala, 6,859 homes, 78.0% radio, 5,350 radio homes.

WKOZ, 250w, 1340kc

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

LAUREL, Jones, 14,396 homes, 81.5% radio, 11,733 radio homes.

2 AM affiliates, average 1-time rate

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WAML, 250w, 1340kc, NBC, Hollingbery

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WLAU, 250w, 1490kc, MBS

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

* * *

MACON, Noxubee, 5,058 homes, 74.9% radio, 3,788 radio homes.

WMBC, 250w, 1400kc

	SB	1M	5M	15M	30M	1 Hr
D		3.40	7.50	12.75	21.25	42.50
N		5.00	10.00	21.25	36.00	60.00

McCOMB, Pike, 9,235 homes, 83.6% radio, 7,720 radio homes.

2 AM non-affiliates, average 1-time rate

D	6.50	5.75	15.00	27.50	47.50	75.00

WAPF, 250w-D, 1010kc

D	3.00	4.00	12.50	20.00	35.00	50.00

WSKB, 5kw-D, 500w-N, 1250kc

D	10.00	7.50	17.50	35.00	60.00	100.00
N	12.00	8.50	22.50	45.00	80.00	140.00

MERIDIAN, Lauderdale, 17,638 homes, 78.7% radio, 13,881 radio homes.

3 AM affiliates, average 1-time rate

D	4.25	3.97	8.33	16.50	26.08	47.50
N	5.00	5.00	10.00	22.08	36.00	60.00

WCOC, 5kw-D, 1kw-N, 910kc, CBS

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

WMOX, 205w, 1240kc, MBS, Mid-South

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

WMOX-FM, Chan. 253, 98.5mc, 5kw, Bonus

WTOK, 250w, 1450kc, ABC, Headley-Reed

D	3.50	3.50	7.50	12.75	21.00	40.00
N	5.00	5.00	10.00	21.00	36.00	60.00

NATCHEZ, Adams, 8,936 homes, 75% radio, 6,702 radio homes.

2 AM affiliates, average 1-time rate

D	5.50	6.00	10.50	23.25	38.00	67.50
N	5.50	6.00	10.50	23.25	38.00	67.50

WMIS, 250w, 1240kc, NBC, KBS

D			9.00	22.50	40.00	75.00
N			9.00	22.50	40.00	75.00

WNAT, 250w, 1450kc, LBS

D	5.50	6.00	12.00	24.00	36.00	60.00
N	5.50	6.00	12.00	24.00	36.00	60.00

PASCAGOULA, Jackson, 9,171 homes, 86.3% radio, 7,915 radio homes.

WPMP, 250w-D, 1580kc (CP)
(No rates availalbe)

* * *

PHILADELPHIA, Neshoba, 6,406 homes, 79.1% radio, 5,067 radio homes.

WHOC, 250w, 1490kc, LBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	12.00	24.00	40.00
N	6.00	6.00	12.00	18.00	36.00	40.00

PICAYUNE, Pearl River, 5,334 homes, 83.0% radio, 4,427 radio homes.

WRJW, 1kw-D, 1320kc (CP 5kw)

D		4.50	9.50	21.00	32.00	55.00

STARKVILLE, Oktibbeha, 5,690 homes, 78.4% radio, 4,461 radio homes.

WSSO, 250w, 1230kc

D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00

TUPELO, Lee, 10,203 homes, 83.0% radio, 8,468 radio homes.

WELO, 250w, 1490kc, MBS, Mid-South

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

VICKSBURG, Warren, 11,628 homes, 78.7% radio, 9,151 radio homes.

2 AM affiliates, average 1-time rate

D	3.75	4.00	9.50	16.00	26.50	47.50
N	5.50	6.00	13.50	24.50	43.00	75.00

WQBC, 1kw-D, 500w-N, 1420kc, MBS, Sears & Ayer, Conlan

D	4.00	4.00	12.00	18.00	32.00	60.00
N	6.00	6.00	15.00	25.00	50.00	90.00

WVIM, 250w, 1490kc, LBS

D			7.00	14.00	21.00	35.00
N			12.00	24.00	36.00	60.00

WEST POINT, Clay, 4,658 homes, 76.7% radio, 3,573 radio homes.

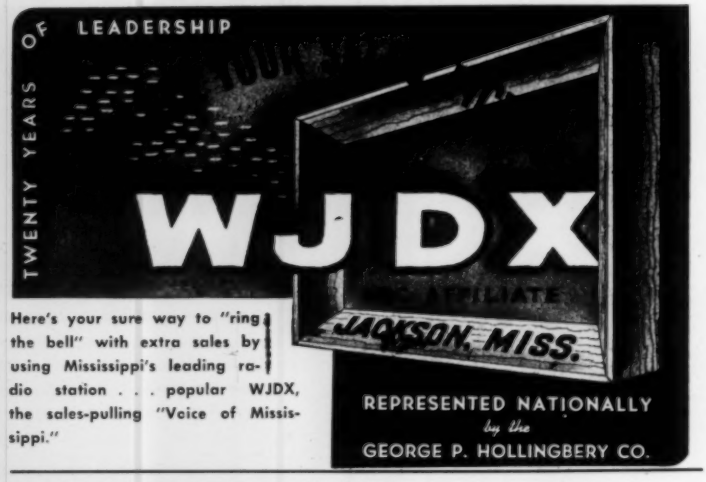
WROB, 250w, 1450kc, MBS, Mid-South

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

YAZOO CITY, Yazoo, 9,209 homes, 73.7% radio, 6,787 radio homes.

WAZF, 250w, 1230kc

D		5.00	10.00	24.00	36.00	60.00
N		5.00	10.00	24.00	36.00	60.00



Here's your sure way to "ring the bell" with extra sales by using Mississippi's leading radio station . . . popular WJDX, the sales-pulling "Voice of Mississippi."

REPRESENTED NATIONALLY by the GEORGE P. HOLLINGBERY CO.

MISSISSIPPI RADIO MARKET DATA BY COUNTIES (Continued)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Perry	9,117	9,292	2,133	1,723	80.8	759	3,061	1,205*	505	181
Pike	35,027	35,002	9,235	7,720	83.6	4,204	21,436	3,671*	3,944	1,400
Pontotoc	20,016	22,904	5,438	4,524	83.2	2,414	6,794	6,992*	533	178
Prentiss	19,785	20,921	5,153	4,298	83.4	2,276	7,294	5,915*	691	198
Quitman	25,807	27,191	6,766	5,501	81.3	2,645	8,935	14,289*	445	175
Rankin	28,842	27,934	5,872	4,792	81.6	2,064	6,190	4,656*	1,091	299
Scott	21,631	23,144	5,355	4,429	82.7	2,072	12,609	5,048*	1,411	437
Sharkey	12,884	15,433	3,574	2,870	80.3	1,355	5,800	8,533*	351	141
Simpson	21,808	22,024	5,368	4,423	82.4	2,066	6,873	4,721*	1,003	285
Smith	16,713	19,403	4,177	3,408	81.6	1,670	3,076	4,659*	757	225
Stone	6,259	6,155	1,586	1,320	83.2	639	3,873	951*	457	165
Sunflower	55,988	61,007	14,115	11,052	78.3	4,644	22,562	31,412*	1,639	654
Tallahatchie	30,425	34,166	7,776	6,190	79.6	2,659	8,871	13,829*	647	213
Tate	17,970	19,309	4,699	3,726	79.3	1,550	6,959	7,886*	434	134
Tippah	17,469	19,680	4,541	3,796	83.6	2,128	5,284	5,296*	488	129
Tishomingo	15,527	16,974	4,236	3,554	83.9	1,852	3,403	2,411*	247	71
Tunica	21,646	22,610	5,994	4,549	75.9	1,365	6,940	15,886*	515	217
Union	20,208	21,867	5,428	4,489	82.7	2,656	7,653	5,622*	1,386	474
Walthall	15,540	17,534	3,726	2,955	79.3	1,288	4,414	5,236*	660	194
Warren	39,212	39,595	11,628	9,151	78.7	5,371	28,475	1,853,522	6,426	2,782
Washington	70,280	67,576	20,228	15,313	75.7	6,267	44,898	23,690*	7,026	3,330
Wayne	16,968	16,928	4,059	3,207	79.0	1,122	5,231	1,903*	786	234
Webster	11,579	14,160	3,084	2,563	83.1	1,457	5,250	2,533*	497	136
Wilkinson	14,083	15,955	3,427	2,755	80.4	1,242	6,114	2,394*	1,769	654
Winston	22,180	22,751	5,327	4,182	78.5	1,758	8,823	3,901*	2,031	792
Yalobusha	15,154	18,387	3,909	3,014	77.1	1,770	6,526	3,758*	514	149
Yazoo	35,612	40,091	9,209	6,787	73.7	2,876	16,194	12,479*	2,129	888

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

MISSOURI

SPOT RATE FINDER

CAPE GIRARDEAU, Cape Girardeau, 10,962 homes, 93.9% radio, 10,293 radio homes.

KFVS, 1kw-D, 500w-N, 960kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D		8.50	17.50	35.00	50.00	80.00
N		8.50	17.50	35.00	50.00	80.00

KFVS-FM, Chan. 239, 95.7mc, 8.1kw (20% of AM rate)

KGMO, 250w-D, 1220kc

D	7.50	8.50	15.00	30.00	45.00	75.00

KGMO-FM, Chan. 249, 97.7mc, 290w

D	3.75	4.25	7.50	15.00	22.50	37.50
N	3.75	4.25	7.50	15.00	22.50	37.50

CARTHAGE, Jasper, 26,107 homes, 93.3% radio, 24,358 radio homes.

KDMO, 250w, 1490kc

D	4.00	5.00	7.00	10.00	20.00	40.00
N	4.00	5.00	7.00	10.00	20.00	40.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

CARUTHERSVILLE, Pemiscot, 12,469 homes, 85.4% radio, 10,649 radio homes.

KCRV, 1kw-D, 1370kc

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.50	7.50	15.00	18.75	37.50

CHILLICOTHE, Livingston, 5,391 homes, 94.2% radio, 5,078 radio homes.

KCHI, 250w-D, 1010kc, Conwell

D	7.50	7.50	12.00	21.30	36.30	60.75

CLINTON, Henry, 6,802 homes, 92.2% radio, 6,271 radio homes.

KDKD, 1kw-D 1280kc, Devney & Co.

D	6.00	6.00	9.00	18.00	32.00	50.00
N	6.00	6.00	9.00	18.00	32.00	50.00

COLUMBIA, Boone, 12,643 homes, 89.3% radio, 11,290 radio homes.

KFRU, 250w, 1400kc, ABC, BMB

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

KUMO, 1kw-D, 950kc

3.00	4.00	10.00	20.00	30.00	50.00

(Continued on page 96)

MARKET INDICATORS FOR MISSOURI

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,954,653	'50	3,784,664	'40
% of U. S.	2.6%	'50	2.88%	'40
Homes	1,191,046	'50	1,042,463	'40
Percent Radio	94.4%	'50	79.9%	'40
Radio Homes	1,124,347	'50	832,590	'40
Retail Sales	$3,832,433,000	'50	3,538,622,000	'48
Retail Trade Employes	202,229	'48	139,851	'39
Wholesale Sales Volume	$7,345,124,000	'48	2,261,300,000	'39
Wholesale Trade Employes	85,659	'48	65,361	'39
Manufacturing Employment (Mid-March)			346,558	'47
Manufacturing Taxable Payrolls (1st Quarter)			$204,621,000	'47
Income	$5,052,000,000	'49	1,914,000,000	'40
Percent distribution	2.56%	'49	2.52%	'40
Per Capita Income	$ 1,286	'49	505	'40
Percent of national per capita income	97%	'49	89%	'40
New Construction (Private)	$ 531.2	'50	78,200,000	'39
Residential	$ 261.9	'50	37,000,000	'39
Non-Residential	$ 93.4	'50	15,700,000	'39
Automobile Registration	1,261,420	'50	1,112,229	'48
Telephones	1,150,600	'50	794,700	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

MISSOURI

SPOT RATE FINDER

(Continued from page 95)

FARMINGTON, St. Francois, 9,756 homes, 94.3% radio, 9,200 radio homes.
KREI, 1kw-D, 1350kc

	SB	1M	5M	15M	30M	1 Hr
D	3.75	4.50	7.50	18.75	37.50	60.00

FESTUS, Jefferson, 12,321 homes, 94.7% radio, 11,668 radio homes.
KJCF, 250w-D, 1010kc

D	3.00	4.00	12.00	20.00	35.00	60.00

FLAT RIVER, St. Francois, 9,756 homes, 94.3% radio, 9,200 radio homes.
KFMO, 250w, 1240kc, Pearson, BMB

D		6.00	12.00	24.00	36.00	60.00
N		6.00	12.00	24.00	36.00	60.00

FULTON, Callaway, 6,259 homes, 91.4% radio, 5,721 radio homes.
KFAL, 250w, 900kc, LBS (CP 1kw)

D	4.00	5.00	10.00	20.00	30.00	50.00
N	5.00	7.00	15.00	30.00	45.00	75.00

HANNIBAL, Marion, 9,412 homes, 94.6% radio, 8,904 radio homes.
KHMO, 5kw-D, 1kw-N, 1070kc, MBS, Pearson, Conlan

D	15.00	15.00	25.00	37.50	70.00	120.00
N	18.00	18.00	35.00	50.00	90.00	150.00

INDEPENDENCE, Jackson, 166,109 homes, 97.0% radio, 161,126 radio homes.
KIMO, 1kw-D, 1510kc, Cooke

D	8.00	12.00	20.00	35.00	55.00	90.00
N	10.00	15.00	25.00	50.00	75.00	125.00

JEFFERSON CITY, Cole, 9,056 homes, 95.1% radio, 8,612 radio homes.
KWOS, 250w, 1240kc, MBS, Sears & Ayer Conlan

D	4.00	5.50	10.00	20.00	30.00	50.00
N	5.00	7.00	15.00	25.00	45.00	75.00

KWOS-FM, Chan. 253, 98.5mc, 9.2kw, Sears & Ayer, Bonus

JOPLIN, Jasper, 26,107 homes, 93.3% radio, 24,358 radio homes.
2 AM affiliates, average 1-time rate

D	7.25	8.00	13.50	20.00	35.00	55.00
N	8.50	10.00	16.50	27.50	45.00	75.00

KFSB, 5kw-D, 1kw-N, 1310kc, Conlan, BMB

D	10.00	10.00	14.00	30.00	50.00	90.00
N	15.00	15.00	25.00	40.00	65.00	110.00

KSWM, 250w, 1230kc, CBS, Rambeau, Conlan

D	8.50	8.50	15.00	20.00	35.00	50.00
N	10.00	10.00	18.00	30.00	45.00	75.00

WMBH, 250w, 1450kc, MBS, Sears & Ayer, Conlan

D	6.00	7.50	12.00	20.00	35.00	60.00
N	7.00	10.00	15.00	25.00	45.00	75.00

WMBH-FM, Chan. 241, 96.1mc, 70kw, Sears & Ayer, Bonus

KANSAS CITY, Jackson, 166,109 homes, 97.0% radio, 161,126 radio homes.
4 AM affiliates, average 1-time rate

D	27.00	49.25	53.47	73.55	135.33	240.33
N	48.45	85.00	92.87	129.40	230.67	414.00

KCKN, 250w, 1340kc

D	13.00	18.00	21.00	32.00	48.00	80.00
N	13.00	18.00	21.00	32.00	48.00	80.00

KCMO, 50kw-D, 10kw-N, 810kc, ABC, Katz, Conlan, Hooper

D	39.00	60.00	64.80	108.00	180.00	300.00
N	52.00	80.00	86.40	144.00	240.00	400.00

KCMO-FM, Chan. 235, 94.9mc, 54kw, Transit Radio
(See Transit Radio for rates)
KFRM, 5kw-D, 550kc, Free & Peters, Conlan

D	9.00	16.50	24.00

(For combination rates see listing under KMBC, Kansas City, Mo.)

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KMBC, 5kw, 980kc, CBS, Free & Peters, Hooper, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	23.00	41.00		60.00		
N	50.00	75.00		120.00		

Combination rates for KMBC-KFRM, Concordia, Kan. are:

Noon	40.00	60.00				
Other	30.00	55.00		80.00		

WDAF, 5kw, 610kc, NBC, Petry

D	30.00	66.00	58.40	73.00	133.00	266.00
N	60.00	132.00	117.60	147.00	266.00	532.00

WDAF-TV, Chan. 4, 11kw-aur.; 22kw-vis., Harrington, Righter & Parsons

D	45.00	45.00	56.00	90.00	135.00	225.00
N	90.00	90.00	113.00	180.00	270.00	450.00

WHB, 10kw-D, 5kw-N, 710kc, MBS, Blair

D	16.00	30.00	37.20	53.20	93.00	155.00
N	31.80	53.00	74.60	106.60	186.00	310.00

KENNETT, Dunklin, 12,675 homes, 89.9% radio, 11,395 radio homes.
KBOA, 1kw-D, 830kc

D	6.00	15.00	25.00	45.00	75.00

KBOA-FM, Chan. 255, 98.9mc, 6.9kw, Bonus

KIRKSVILLE, Adair, 6,321 homes, 93.7% radio, 5,923 radio homes.
KIRX, 250w, 1450kc, LBS

D	6.00	7.50	15.00	25.00	50.00
N	6.00	7.50	15.00	25.00	50.00

LEBANON, Laclede, 5,843 homes, 89.3% radio, 5,218 radio homes.
KLWT, 250w, 1230kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.40	5.65	9.40	18.75	31.25	43.75
N	4.40	5.65	9.40	18.75	31.25	43.75

MARSHALL, Saline, 8,019 homes, 93.0% radio, 7,458 radio homes.
KMMO, 1kw-D, 1300kc

D	4.00	5.00	12.00	20.00	30.00	50.00

MEXICO, Audrain, 7,523 homes, 94.1% radio, 7,079 radio homes.
KXEO, 250w, 1340kc, MBS

D	6.00	6.00	12.00	20.00	35.00	60.00
N	6.00	6.00	12.00	20.00	35.00	60.00

MOBERLY, Randolph, 7,605 homes, 93.7% radio, 7,126 radio homes.
KNCM, 250w-D, 1220kc, Conwell

D	5.60	5.60	8.40	16.80	30.25	54.50
N	5.60	5.60	8.40	16.80	30.25	54.50

MONETT, Barry, 6,638 homes, 92.5% radio, 6,140 radio homes.
KRMO, 250w, 990kc

D	4.00	5.00	7.00	10.00	20.00	40.00
N	4.00	5.00	7.00	10.00	20.00	40.00

NEVADA, Vernon, 6,852 homes, 91.7% radio, 6,283 radio homes.
KNEM, 250w, 1240kc, Conwell, LBS, KBS

D	4.00	5.40	9.75	17.25	29.20	48.75
N	4.00	5.40	9.75	17.25	29.20	48.75

POPLAR BLUFF, Butler, 10,549 homes, 86.1% radio, 9,083 radio homes.
KWOC, 250w, 1340kc, Pearson

	SB	1M	5M	15M	30M	1 Hr
D		4.50	12.00	20.00	30.00	50.00
N		4.50	12.00	20.00	30.00	50.00

KWOC-FM, Chan. 233, 94.5mc, 16kw, Pearson, Bonus

ROLLA, Phelps, 6,182 homes, 87.5% radio, 5,409 radio homes.
KTTR, 250w, 1490kc, LBS

D	4.00	5.00	8.00	20.00	30.00	50.00
N	5.00	6.00	11.00	26.00	50.00	70.00

STE. GENEVIEVE, Ste. Genevieve, 3,187 homes, 91.9% radio, 2,929 radio homes.
KSGM, 500w, 980kc

D	3.75	6.25	8.10	15.30	27.00	45.00
N	3.75	6.25	8.10	15.30	27.00	45.00

ST. JOSEPH, Buchanan, 27,807 homes, 94.9% radio, 26,389 radio homes.
2 AM affiliates, average 1-time rate

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	28.00	56.00	84.00	140.00

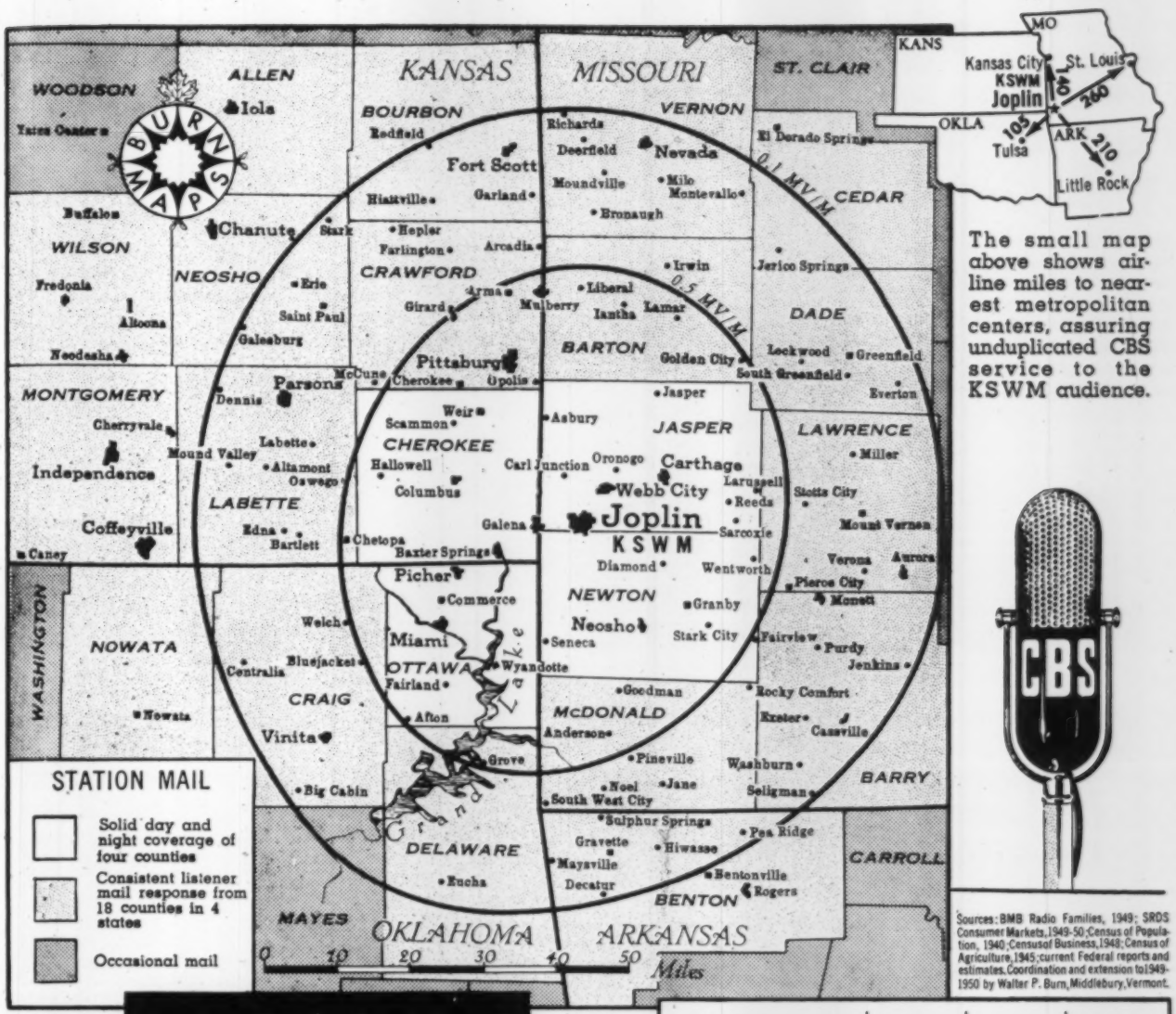
KFEQ, 5kw, 680kc, MBS, Headley-Reed

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	28.00	56.00	84.00	140.00

KRES, 5kw, 1550kc, LBS, Forjoe, Conlan, BMB

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	28.00	56.00	84.00	140.00

(Continued on page 98)



The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Sources: BMB Radio Families, 1949; SRDS Consumer Markets, 1949-50; Census of Population, 1940; Census of Business, 1948; Census of Agriculture, 1945; current Federal reports and estimates. Coordination and extension to 1949-1950 by Walter P. Burn, Middlebury, Vermont.

250 W
1230 KC

KSWM

FULL TIME

CBS NETWORK IN JOPLIN, MO.

KSWM is doing a *regional-metropolitan* job for the great Joplin District, best diversified area of the southwest among agriculture, mining and industry.

Owned and operated by

AIR TIME, INC.

1928 West 13th Street Telephone 7260

Austin A. Harrison, President & General Manager

JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.

1950 DATA	Within 0.5 MV/M Contour, DAY	Within 0.1 MV/M Contour, DAY	Total Mail
AUDIENCE, 1950			
Population	249,200	446,600	616,000
In Communities	194,300	291,600	397,900
On Farms	54,900	155,000	218,100
Households	78,350	138,300	191,000
In Communities	64,500	96,920	132,770
On Farms	13,850	41,380	58,230
Radio Homes	72,500	127,150	175,500
In Communities	59,720	89,350	122,480
On Farms	12,780	37,800	53,020
RETAIL MARKET, 1949, by store classes, $000			
Food Stores	38,240	59,450	86,000
General Merchandise Stores	18,650	28,780	37,910
Apparel Stores	7,800	12,360	18,300
Home Furnishings Stores	8,460	13,420	19,120
Automotive Outlets	46,700	70,850	102,100
Filling Stations	10,710	18,800	26,400
Building Mtl.-Hardware	11,980	27,000	41,700
Eating-Drinking Places	9,240	13,500	17,900
Drug Stores	5,370	8,900	12,380
All Other Stores	15,700	32,490	47,200
TOTAL RETAIL SALES	172,850	285,550	409,010
FARM MARKET, 1949			
Number of Farms	13,600	38,780	54,270
Automotive Vehicles	22,000	57,600	82,400
Cost of Feed Purchased $000	8,670	27,000	42,680
Value of Products $000	39,600	120,800	170,700

$000, expressed in thousands of dollars

MISSOURI

SPOT RATE FINDER

(Continued from page 96)

ST. LOUIS, St. Louis, 360,165 homes, 97.4% radio, 350,801 radio homes.
4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	33.62	49.12	57.67	99.50	154.25	248.75
N	61.25	77.67	91.00	177.50	283.75	463.75
4 AM non-affiliates, average 1-time rate						
D	10.00	14.40	21.38	41.50	65.75	119.00

KMOX, 50kw, 1120kc, CBS, Radio Sales, Pulse, CBS Diary

D	54.00	78.00	69.00	138.00	207.00	345.00
N	90.00			230.00	345.00	575.00

KSD, 5kw, 550kc, NBC, Free & Peters

D	32.50	46.50		100.00	170.00	250.00
N	65.00	93.00		200.00	340.00	500.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

KSD-TV, Chan. 5, 10kw-aur.; 20kw-vis.; NBC, Free & Peters

	SB	1M	5M	15M	30M	1 Hr
D		60.00	80.00	120.00	180.00	300.00
N		100.00	133.00	200.00	300.00	500.00

KSTL, 1kw-D, 690kc

D	12.00	15.60	18.00	36.00	60.00

KWK, 5kw, 1380kc, MBS, Katz, Hooper, Pulse

D	24.00	36.00	48.00	80.00	120.00	200.00
N	45.00	70.00	84.00	140.00	225.00	380.00

KXLW, 1kw-D, 1320kc, The Bolling Co., Hooper

D	6.00	11.00	20.00	40.00	60.00

KXOX, 5kw, 630kc, ABC, Blair, Hooper

D	24.00	36.00	56.00	80.00	120.00	200.00
N	45.00	70.00	98.00	140.00	225.00	400.00

KXOX-FM, Chan. 229, 93.7mc, 70kw, Transit Radio
(See Transit FM Listing)

WEW, 1kw-D, 770kc, Sears & Ayer, Pulse

D	8.00	10.00	20.00	35.00	60.00	100.00

WIL, 5kw, 1430kc, Pearson

D	14.00	21.00	27.50	55.00	83.00	138.00
N	21.00	30.00	40.00	80.00	100.00	180.00

* * *

SEDALIA, Pettis, 10,190 homes, 93.1% radio, 9,487 radio homes.
KDRO, 25w, 1490kc, MBS, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	7.00	12.50	22.50	40.00
N	4.00	4.00	10.00	17.50	30.00	55.00

KDRO-FM, Chan. 259, 99.7mc, 15kw, Bonus

SIKESTON, Scott, 9,071 homes, 92.2% radio, 8,363 radio homes.

KSIM, 250w, 1400kc

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SPRINGFIELD, Greene, 32,675 homes, 94.5% radio, 30,878 radio homes.
4 AM affiliates, average 1-time rate

D	9.56	9.56	18.25	29.75	51.00	86.25
N	11.81	11.81	22.88	36.19	63.25	106.25

KGBX, 5kw, 1260kc, NBC, Hollingbery

D	10.00	10.00	15.00	28.00	45.00	80.00
N	16.00	16.00	25.00	40.00	70.00	120.00

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KICK, 250w, 1340kc, MBS, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	5.25	5.25	13.00	23.50	39.00	65.00
N	5.25	5.25	13.00	23.50	39.00	65.00

KTTS, 250w, 1400kc, CBS, Sears & Ayer, BMB

D	5.00	5.00	10.00	17.50	30.00	50.00
N	6.00	6.00	15.00	26.25	45.00	75.00

KTTS-FM, Chan. 234, 94.7mc, 11.3kw, Sears & Ayer, Bonus except for athletic events

KWTO, 5kw-D, 1kw-N, ABC, Pearson, Conlan, BMB (CP 5kw-N)

D	18.00	18.00	35.00	50.00	90.00	150.00
N	20.00	20.00	38.50	55.00	99.00	165.00

WARRENTON, Warren, 2,516 homes, 91.7% radio, 2,307 radio homes.

KWRE, 500w-D, 730kc

D	2.00	5.00	8.00	15.00	24.00	45.00

WEST PLAINS, Howell, 6,694 homes, 87.0% radio, 5,825 radio homes.

KWPM, 250w, 1450kc

D	3.00		6.00	15.00	24.00	42.00
N	3.00		6.00	15.00	24.00	42.00

* * *

MISSOURI RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Adair	19,400	20,246	6,321	5,923	93.7	4,731	20,091	4,843,517	2,657	1,173
Andrew	11,562	13,015	3,839	3,666	95.5	3,020	5,715	8,630,077	552	200
Atchison	11,130	12,897	3,595	3,451	96.0	2,910	11,067	10,397,450	(1) 1,256	(1) 440
Audrain	23,829	22,673	7,523	7,079	94.1	5,322	22,714	9,227,291	6,004	3,286
Barry	21,580	23,546	6,638	6,148	92.5	4,150	17,071	6,260,853	1,493	534
Barton	12,544	14,148	4,266	3,933	92.2	2,697	9,105	5,443,778	1,214	515
Bates	17,391	19,531	5,980	5,508	92.1	3,839	12,689	9,410,196	1,115	550
Benton	9,072	11,142	3,396	3,070	90.4	1,841	6,777	4,029,160	337	110
Bollinger	10,909	12,898	3,235	2,766	85.5	1,536	3,374	2,669,033	336	96
Boone	48,166	34,991	12,643	11,290	89.3	8,121	45,025	6,612,313	6,612	2,970
Buchanan	93,629	94,067	27,807	26,389	94.9	22,659	90,476	7,665,098	23,748	13,389
Butler	37,782	34,276	10,549	9,083	86.1	4,537	26,035	4,643,570	3,428	1,332
Caldwell	9,920	11,629	3,547	3,334	94.0	3,610	9,296	5,966,404	656	220
Callaway	23,171	23,094	6,259	5,721	91.4	3,804	13,261	7,046,641	2,200	1,000
Camden	7,834	8,971	2,601	2,349	90.3	1,360	3,752	1,746,875	(2) 354	(2) 165
Cape Girardeau	38,509	37,775	10,962	10,293	93.9	7,582	39,776	6,717,932	8,914	4,402
Carroll	15,434	17,814	5,098	4,797	94.1	4,044	12,296	10,277,929	1,018	336
Carter	4,764	6,226	1,422	1,229	86.4	719	2,030	433,006	(3) 810	(3) 290
Cass	19,307	19,534	6,352	5,901	92.9	4,212	16,719	10,016,617	1,373	505
Cedar	10,656	11,697	3,806	3,425	90.0	1,907	6,764	3,714,491	(4) 883	(4) 288
Chariton	14,860	18,084	5,052	4,744	93.9	3,722	11,134	9,556,733	947	320
Christian	12,277	13,538	3,842	3,523	91.7	2,277	6,430	5,424,049	(5) 1,164	(5) 382
Clark	9,017	10,166	3,009	2,783	92.5	2,062	7,627	5,628,593	1,158	(6) 482
Clay	44,594	30,417	13,725	13,107	95.5	7,547	41,995	11,300,276	12,515	7,573
Clinton	11,742	13,261	4,040	3,785	93.7	3,008	14,765	13,280,857	1,047	364
Cole	35,163	34,912	9,056	8,612	95.1	6,740	35,707	3,978,265	6,320	3,040
Cooper	16,485	18,075	5,053	4,634	91.7	3,291	13,712	8,553,406	2,253	925
Crawford	11,569	12,693	4,017	3,515	87.5	1,806	6,339	2,452,152	673	224
Dade	9,321	11,248	3,137	2,886	92.0	2,041	6,437	4,885,300	(7) 1,267	(7) 411
Dallas	10,364	11,523	3,374	3,057	90.6	1,732	6,991	3,420,095	222	69
Daviess	11,096	13,398	4,048	3,757	92.8	2,800	8,079	7,479,524	566	178
DeKalb	8,010	9,751	2,853	2,693	94.4	2,162	5,398	7,144,208	270	80
Dent	10,934	11,763	3,561	3,198	89.8	1,728	7,566	1,877,618	813	240
Douglas	12,639	15,600	3,581	3,187	89.0	1,900	5,036	3,416,098	(8) 342	(8) 118
Dunklin	45,215	44,957	12,675	11,395	89.9	6,578	33,154	18,782,622	2,884	1,116
Franklin	36,037	33,868	11,816	10,953	92.7	6,390	28,300	7,984,878	6,401	3,227
Gasconade	12,332	12,414	3,902	3,508	89.9	2,172	10,702	2,803,743	2,188	992
Gentry	11,006	13,359	3,836	3,675	95.8	3,023	9,661	7,214,859	(9) 1,362	(9) 559
Greene	104,118	90,541	32,675	30,878	94.5	21,599	103,262	10,008,983	19,513	9,571
Grundy	13,189	15,716	4,657	4,359	93.6	3,659	13,777	4,929,012	1,290	483
Harrison	14,054	16,525	4,786	4,480	93.6	3,600	11,030	9,207,204	(10) 1,123	(10) 398
Henry	20,046	22,313	6,802	6,271	92.2	4,630	18,077	7,256,216	2,409	1,242
Hickory	5,377	6,506	1,823	1,661	91.1	1,129	2,556	2,381,457	(2)	(2)
Holt	9,790	12,476	3,449	3,263	94.6	2,749	9,393	7,190,763	(1)	(1)
Howard	11,821	13,026	3,540	3,264	92.2	2,639	8,199	6,145,106	836	285
Howell	22,633	22,270	6,694	5,824	87.0	3,323	13,398	3,458,113	1,995	728
Iron	9,362	10,440	2,579	2,231	86.5	1,290	5,036	1,031,118	(11) 1,976	(11) 1,102
Jackson	535,550	477,828	166,109	161,126	97.0	128,680	828,841	11,115,968	197,931	122,707
Jasper	78,702	78,705	26,107	24,358	93.3	18,408	87,957	7,510,532	17,176	8,901
Jefferson	37,859	32,023	12,321	11,668	94.7	6,970	25,351	3,821,229	5,661	3,574
Johnson	20,704	21,617	6,715	6,198	92.3	4,315	13,874	10,716,812	2,004	828
Knox	7,598	8,878	2,686	2,511	93.5	1,926	4,073	5,053,411	(12) 776	(12) 278
Laclede	18,952	18,718	5,843	5,218	89.3	2,862	14,745	4,296,123	1,929	725
Lafayette	25,190	27,856	7,901	7,340	92.9	5,865	24,800	13,625,147	3,187	1,313
Lawrence	23,339	24,637	7,496	6,919	92.3	4,777	12,524	7,709,178	1,673	659
Lewis	10,684	11,490	3,640	3,443	94.6	2,710	8,824	5,934,385	(6)	(6)
Lincoln	12,804	14,395	4,582	4,266	93.1	2,956	12,423	9,666*	1,173	442
Linn	18,778	21,416	6,351	5,945	93.6	5,014	17,058	7,259,505	2,079	786
Livingston	16,474	18,000	5,391	5,078	94.2	3,972	7,726	6,669,128	2,451	1,008
McDonald	14,049	15,749	4,428	3,994	90.2	2,240	10,868	4,105,267	476	168
Macon	18,204	21,396	6,175	5,737	92.9	4,642	13,381	7,335,098	1,557	546
Madison	10,364	9,656	3,206	2,796	87.2	1,464	7,229	1,205,760	(11)	(11)
Maries	7,412	8,638	2,279	1,930	84.7	1,058	2,556	2,213,753	256	101

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $00

(Continued on page 100)

22.3% MORE

SPOT ADVERTISERS BOUGHT TIME ON KSD DURING THE FIRST 6 MONTHS OF 1951 THAN DURING THE SAME 6-MONTH PERIOD IN 1950

•

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THE ST. LOUIS POST-DISPATCH RADIO STATION

5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: FREE & PETERS, INC.

MISSOURI RADIO MARKET DATA BY COUNTIES

(Continued from page 98)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($ 000)	Total 1950 Farm Income (* $ 000)	Employment Mid-March 1948		Taxable Payrolls 1st Qtr. 1948 ($000)
Marion	29,736	31,576	9,412	8,904	94.6	7,683	31,612	6,536,994		6,741	3,341
Mercer	7,234	8,766	2,611	2,454	94.0	1,882	5,014	4,846,388	(10)	(10)	
Miller	13,707	14,798	4,048	3,651	90.2	2,338	9,362	4,176,949		1,286	496
Mississippi	22,521	23,149	5,880	5,004	85.1	2,891	15,533	11,514,544		1,816	796
Moniteau	10,792	11,775	3,420	3,143	91.9	2,241	7,985	4,740,887		871	327
Monroe	11,351	13,195	3,886	3,637	93.6	2,866	10,365	7,425,134		912	319
Montgomery	11,544	12,442	3,940	3,664	93.0	2,597	8,498	4,936,490		825	301
Morgan	10,108	11,140	3,939	3,573	90.7	1,703	6,822	3,187,974		520	174
New Madrid	39,373	39,789	10,023	8,981	89.6	4,907	21,176	21,159,168		1,908	761
Newton	28,227	29,039	8,891	8,180	92.0	5,250	16,665	5,858,839		2,558	1,066
Nodaway	23,960	25,556	7,341	6,945	94.6	5,709	20,410	16,102,359		1,680	643
Oregon	11,953	13,390	3,493	3,025	86.6	1,750	5,204	3,046,716	(14)	523 (14)	161
Osage	11,274	12,375	3,132	2,706	86.4	1,523	6,110	4,279,219		553	182
Ozark	8,850	10,766	2,564	2,128	83.0	1,143	2,533	1,883,641	(8)	(8)	
Pemiscot	45,491	46,857	12,469	10,649	85.4	6,167	25,348	19,682,791		2,690	1,098
Perry	14,855	15,358	4,123	3,657	88.7	2,472	11,074	5,724,148		1,954	984
Petlis	31,478	33,336	10,190	9,487	93.1	7,584	33,090	9,699,142		4,585	1,996
Phelps	21,418	17,437	6,182	5,409	87.5	2,827	15,341	2,257,568		2,640	900
Pike	16,773	18,327	5,727	5,326	93.0	4,088	15,105	8,698,949		2,795	1,322
Platte	14,909	13,862	4,798	4,520	94.2	2,976	8,325	8,417,519		534	209
Polk	16,022	17,400	5,288	4,823	91.2	3,007	13,062	7,247,869	(7)	(7)	
Pulaski	10,346	10,775	4,213	3,893	92.4	1,852	7,710	2,295*		783	229
Putnam	9,158	11,327	3,181	2,955	92.9	2,167	4,744	4,720,988		387	121
Ralls	8,662	10,040	2,870	2,692	93.8	2,071	4,201	5,445,267		297	101
Randolph	22,856	24,458	7,605	7,126	93.7	5,891	20,362	4,953,964		3,532	1,630
Ray	15,873	18,584	5,487	5,130	93.5	4,079	11,442	8,535,679		848	340
Reynolds	6,909	9,370	2,115	1,783	84.3	924	2,563	969,456	(3)	(3)	
Ripley	11,433	12,606	3,340	2,879	86.2	1,550	4,815	2,410*		356	107
St. Charles	29,777	25,562	8,681	8,221	94.7	5,207	23,007	8,189,241		3,941	2,071
St. Clair	10,484	13,146	3,931	3,561	90.6	2,136	5,746	4,140,335	(4)	(4)	
St. Francois	35,202	35,950	9,756	9,200	94.3	6,758	24,851	2,078,347		7,831	4,557
St. Louis	404,355	1,090,278	360,165	350,801	97.4	68,339	1,330,020	8,311,935		436,202	278,577
Ste. Genevieve	11,221	10,905	3,187	2,929	91.9	1,739	7,565	3,113,168		1,053	438
Saline	26,633	29,416	8,019	7,458	93.0	6,018	23,663	14,633,857		3,856	1,749
Schuyler	5,738	6,627	2,016	1,911	94.8	1,593	4,815	3,039,779		218	72
Scotland	7,292	8,557	2,647	2,507	94.7	1,924	6,136	5,548,133	(12)	(12)	
Scott	32,769	30,377	9,071	8,363	92.2	5,428	27,254	9,316,640		3,876	1,719
Shannon	8,375	11,831	2,618	2,241	85.6	1,364	2,541	1,255,073	(14)	(14)	
Shelby	9,717	11,224	3,639	3,432	94.3	2,559	7,843	6,321,350		587	191
Stoddard	33,395	33,009	9,185	8,303	90.4	4,546	17,710	14,657,528		2,476	1,033
Stone	9,749	11,298	3,031	2,625	86.6	1,466	2,814	3,054,940	(5)	(5)	
Sullivan	11,212	13,701	3,668	3,408	92.9	2,644	7,052	6,069,637		408	133
Taney	9,901	10,323	3,215	2,784	86.6	1,401	5,537	1,782,714	(5)	(5)	
Texas	18,924	19,813	5,828	5,199	89.2	2,662	8,972	4,490,579	(14)	1,914 (14)	681
Vernon	22,601	25,586	6,852	6,283	91.7	4,778	18,578	8,845*		1,721	732
Warren	7,640	7,734	2,516	2,307	91.7	1,364	6,367	2,967,714		804	338
Washington	14,618	17,492	3,966	3,355	84.6	1,864	6,329	1,840,529		1,209	428
Wayne	10,493	12,794	3,004	2,586	86.1	1,505	4,346	1,218,967	(3)	(3)	
Webster	15,021	17,226	4,652	4,284	92.1	2,857	10,321	5,176,541		584	202
Worth	5,095	6,345	1,751	1,658	94.7	1,354	4,122	3,791,761	(9)	(9)	
Wright	15,685	17,967	4,824	4,337	89.9	2,497	12,420	3,988,809	(14)	(14)	

(1) Includes Atchison and Holt Counties. (2) Includes Camden and Hickory Counties. (3) Includes Carter, Reynolds and Wayne Counties. (4) Includes Cedar and St. Clair Counties. (5) Includes Christian, Stone and Taney Counties. (6) Includes Clark and Lewis Counties. (7) Includes Dade and Polk Counties. (8) Includes Douglas and Ozark Counties. (9) Includes Gentry and Worth Counties. (10) Includes Harrison and Mercer Counties. (11) Includes Iron and Madison Counties. (12) Includes Knox and Scotland Counties. (13) Includes Texas and Wright Counties. (14) Includes Oregon and Shannon Counties.

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm income add $000.

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Pacific Northwest Broadcasters

Sales Managers

Wythe Walker — Eastern

Tracy Moore — Western

MONTANA

SPOT RATE FINDER

ANACONDA, Deer Lodge, 4,000 homes, 97.8% radio, 3,912 radio homes.
KANA, 250w, 1230kc, Grant Donahue

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.00	6.00	12.00	18.00	30.00
N	6.00	8.00	8.00	16.00	24.00	40.00

BILLINGS, Yellowstone, 16,534 homes, 97.6% radio, 16,137 radio homes.

3 AM affiliates, average 1-time rate

D	7.95	7.42	10.67	19.67	32.17	57.50
N	9.17	9.67	14.33	27.00	44.67	80.00

KBMY, 250w, 1240kc, MBS, Avery-Knodel

D	2.75	4.15	7.00	11.00	16.50	27.50
N	4.50	6.00	10.00	16.00	24.00	40.00

KGHL, 5kw, 790kc, NBC, Katz, BMB, Conlan

D	13.00	10.00	15.00	30.00	45.00	75.00
N	13.00	13.00	20.00	40.00	60.00	100.00

KOOK, 5kw, 970kc, CBS, Hollingbery

D	8.10	8.10	10.00	18.00	35.00	70.00
N	10.00	10.00	13.00	25.00	50.00	100.00

BOZEMAN, Gallatin, 6,593 homes, 96.9% radio, 6,389 radio homes.
KBMN, 250w, 1230kc

D		3.50	5.00	8.00	41.00	28.00
N		3.50	5.00	8.00	14.00	28.00

KXLQ, 250w, 1450kc, NBC, Pacific Northwest, Z-Net., Walker
(For rates see listing of Z-Bar-Net)

BUTTE, Silver Bow, 15,432 homes, 97.4% radio, 15,031 radio homes.

3 AM affiliates, average 1-time rate

D	10.73	10.73	17.02	27.37	47.72	88.42
N	12.02	12.02	19.00	31.33	53.67	98.33

KBOW, 250w, 1490kc, CBS, Cooke

D	8.00	8.00	10.00	20.00	30.00	50.00
N	8.00	8.00	10.00	20.00	30.00	50.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KOPR, 1kw, 550kc, ABC, Hollingbery, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	7.18	7.18	11.05	22.10	33.15	55.25
N	11.05	11.05	17.00	34.00	51.00	85.00

KXLF, 5kw, 1370kc, NBC, Z-Bar-Net, Pacific Northwest, Walker

D	17.00	17.00	30.00	40.00	80.00	160.00
N	17.00	17.00	30.00	40.00	80.00	160.00

GLENDIVE, Dawson, 2,707 homes, 97.9% radio, 2,650 radio homes.

KXGN, 250w, 1400kc

D	5.40	6.00	9.00	16.00	24.00
N	6.00	6.60	9.60	17.60	26.40

GREAT FALLS, Cascade, 15,456 homes, 97.6% radio, 15,085 radio homes.

2 AM affiliates, average 1-time rate

D	9.22	9.22	14.00	28.00	42.00	67.50
N	11.50	13.00	20.00	40.00	60.00	100.00

KFBB, 5kw, 1310kc, CBS, Weed, Conlan

D	10.00	10.00	15.00	30.00	45.00	70.00
N	10.00	13.00	20.00	40.00	60.00	100.00

KMON, 5kw, 560kc, ABC, Avery-Knodel

D	8.45	8.45	13.00	26.00	39.00	65.00
N	13.00	13.00	20.00	40.00	60.00	100.00

KXLK, 250w, 1400kc, NBC
(See Z-Bar-Net or KXLF Butte)

HAVRE, Hill, 4,221 homes, 97.7% radio, 4,124 radio homes.

KOIM, 1kw-DN, 610kc, Donald Cooke Inc., MBS, IMN

D	6.00	7.00	10.00	18.00	28.00	45.00

HELENA, Lewis & Clark, 7,891 homes, 97% radio, 7,654 radio homes.

KFDW, 250w, 1340kc, MBS

D	5.20	5.20	8.00	16.00	24.00	40.00
N	8.00	8.00	14.00	28.00	42.00	70.00

KXLJ, 250w, 1240kc, NBC, Walker
(See Z-Bar-Net)

KALISPELL, Flathead, 9,958 homes, 97.6% radio, 9,719 radio homes.
KGEZ, CP-1kw, 600kc, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	5.00	9.00	15.00	
N	3.00	3.00	6.00	12.00	20.00	

LEWISTOWN, Fergus, 4,260 homes, 97.4% radio, 4,149 radio homes.

KXLO, 250w, 1230kc, MBS

D	3.25	4.50	7.50	12.00	18.00	30.00
N	3.25	4.50	7.50	12.00	18.00	30.00

LIBBY, Lincoln, 2,639 homes, 96.9% radio, 2,557 radio homes.
KLCB, 250w, 1230kc, (CP)
(No rates available)

LIVINGSTON, Park, 3,916 homes, 96.6% radio, 3,783 radio homes.
KPRK, 250w, 1340kc, Intermountain, Avery-Knodel

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

MILES CITY, Custer, 3,764 homes, 96.5% radio, 3,632 radio homes.

KRJF, 250w, 1340kc, MBS, Intermountain, Avery-Knodel, BMB, Hooper

D	2.50	3.75	7.00	10.50	20.00	37.50
N	3.00	4.50	8.50	12.50	23.75	45.00

MISSOULA, Missoula, 10,389 homes, 97.3% radio, 10,108 radio homes.

KGVO, 5kw, 1290kc, CBS, McGillvra, Conlan

D	7.88	10.50	10.50	21.00	31.50	52.50
N	10.50	14.00	14.00	28.00	42.00	70.00

KXLL, 250w, 1450kc, NBC, Walker
(See Z-Bar-Net)

SHELBY, Toole, 2,095 homes, 97.5% radio, 2,043 radio homes.

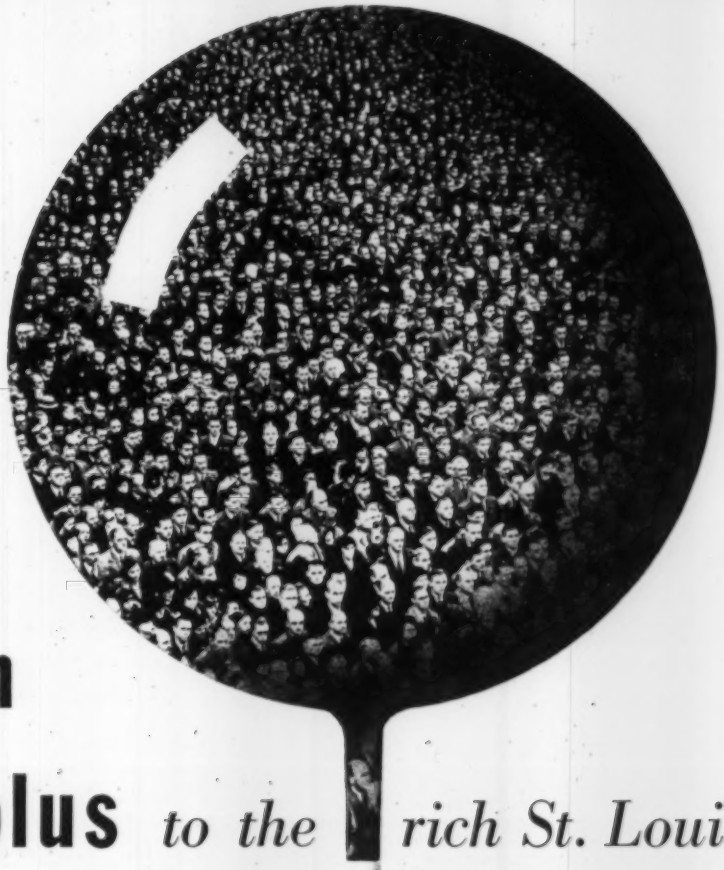
KIYI, 250w, 1230kc, MBS, Cooke

D	2.75	3.25	4.90	8.75	17.50	35.00
N	2.75	3.25	4.90	8.75	17.50	35.00

SIDNEY, Richland, 3,102 homes, 97.1% radio, 3,012 radio homes.

KGCX, 5kw, 1480kc, MBS, Lawson, BMB

D	3.50	4.50	10.00	20.00	30.00	50.00
N	4.50	6.00	13.00	26.00	40.00	65.00



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Metropolitan St. Louis today has 241,379 more people than in 1940—stands ninth in America with a census total of 1,673,467. Retail sales are soaring too—up to $1,567,167,000 last year. St. Louis is big and still growing!

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MORE AUDIENCE
LOW RATES

Pin, also, the KXOK "program plus" of strong local personalities attracting new and even greater audiences for your advertising messages throughout this great empire. Check KXOK's fair rates and you will see KXOK is your buy!

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St. Louis ABC Station • 12th & Delmar • CHestnut 3700
630 KC. • 5000 Watts • Full Time

* * * * * *

MONTANA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Beaverhead	6,417	6,943	2,407	2,279	94.7	1,710	9,063	9,290*	679	307
Big Horn	9,799	10,419	2,720	2,622	96.4	1,940	7,698	12,269*	492	247
Blaine	8,473	9,566	2,597	2,509	96.6	1,868	6,860	10,483*	566	285
Broadwater	2,887	3,451	887	848	95.6	712	2,635	3,485,540	206	93
Carbon	10,106	11,865	3,243	3,139	96.8	2,643	6,835	8,054*	644	341
Carter	2,785	3,280	863	834	96.6	703	1,452	4,027*	64	29
Cascade	52,408	41,999	15,456	15,085	97.6	11,051	62,002	12,793*	11,230	6,999
Chouteau	6,908	7,316	2,324	2,282	98.2	1,809	7,017	17,898*	337	166
Custer	12,623	10,422	3,764	3,632	96.5	2,584	17,403	5,205,704	1,833	982
Daniels	3,923	4,563	1,210	1,191	98.4	1,040	4,282	11,462*	241	112
Dawson	9,047	8,618	2,707	2,650	97.9	1,996	10,836	7,744*	1,073	477
Deer Lodge	16,529	13,627	4,000	3,912	97.8	3,643	11,407	1,261*	4,003	2,651
Fallon	3,647	3,719	1,030	995	96.6	813	4,126	3,014,586	356	207
Fergus	13,963	14,040	4,260	4,149	97.4	3,415	14,884	14,758*	1,822	984
Flathead	31,412	24,271	9,958	9,719	97.6	6,034	32,578	4,360*	4,099	2,274
Gallatin	21,718	18,269	6,593	6,389	96.9	4,335	23,997	9,574,411	2,872	1,442
Garfield	2,154	2,641	768	740	96.4	578	1,323	4,362*	75	25
Glacier	9,633	9,034	2,782	2,651	95.3	1,780	10,110	4,832*	1,575	749
Golden Valley	1,339	1,607	416	416	100.0	394	496	1,908,981	31	10
Granite	2,765	3,401	1,165	1,127	96.7	883	2,704	1,763*	335	187
Hill	14,281	13,304	4,221	4,124	97.7	3,137	14,947	11,187*	1,641	835
Jefferson	4,005	4,664	1,283	1,247	97.2	977	2,475	1,989*	189	63
Judith Basin	3,204	3,655	914	889	97.3	891	2,610	7,587*	97	39
Lake	13,767	13,490	4,582	4,458	97.3	2,948	9,448	5,845*	879	435
Lewis & Clark	24,418	22,131	7,891	7,654	97.0	5,743	25,723	4,999*	5,144	3,181
Liberty	2,168	2,209	736	712	96.8	546	2,146	4,793*	78	36
Lincoln	8,672	7,882	2,639	2,557	96.9	1,828	5,655	803*	1,345	984
McCone	3,246	3,798	979	946	96.6	836	1,861	6,667*	94	39
Madison	5,906	7,294	2,221	2,154	97.0	1,603	3,392	6,511*	458	196
Meagher	2,039	2,237	697	675	96.9	537	1,402	3,367*	145	56
Mineral	2,062	2,135	806	779	96.7	547	1,376	157,265	243	113
Missoula	34,982	29,038	10,389	10,108	97.3	7,313	37,474	2,988*	6,513	3,798
Musselshell	5,392	5,717	1,747	1,700	97.3	1,425	4,745	2,622,781	967	689
Park	11,974	11,566	3,916	3,783	96.6	2,923	13,797	4,502*	1,408	629
Petroleum	1,025	1,083	351	342	97.3	256	553	1,339*	67	37
Phillips	6,343	7,892	2,138	2,072	96.9	1,822	5,860	7,815*	489	208
Pondera	6,429	6,716	1,914	1,860	97.2	1,492	7,673	10,492*	496	242
Powder River	2,680	3,159	855	821	96.0	637	1,074	4,649*	75	28
Powell	6,258	6,152	1,873	1,819	97.1	1,487	4,707	3,745*	659	450
Prairie	2,361	2,410	728	700	96.1	521	1,903	2,259,295	118	54
Ravalli	13,021	12,978	4,210	4,084	97.0	2,971	9,303	7,166*	1,053	468
Richland	10,346	10,209	3,102	3,012	97.1	2,226	11,608	11,689*	1,034	491
Roosevelt	9,550	9,806	2,708	2,638	97.4	1,990	12,080	5,648,676	830	364
Rosebud	6,529	6,477	2,032	1,951	96.0	1,293	4,837	6,981*	395	233
Sanders	6,952	6,926	2,433	2,336	96.0	1,555	3,763	2,232*	666	328
Sheridan	6,628	7,814	2,090	2,044	97.8	1,700	6,759	14,843*	437	189
Silver Bow	47,992	53,207	15,432	15,031	97.4	14,543	53,813	866*	14,396	10,123
Stillwater	1,629	5,694	1,849	1,803	97.5	1,340	4,200	5,662*	277	136
Sweet Grass	3,619	3,719	1,088	1,053	96.8	883	3,745	4,211*	205	83
Teton	7,130	6,922	2,160	2,110	97.7	1,699	7,543	12,465*	402	172
Toole	6,859	6,769	2,095	2,043	97.5	1,663	7,779	5,075*	984	568
Treasure	1,406	1,499	421	399	94.7	300	1,190	2,025,899	64	34
Valley	11,320	15,181	3,413	3,335	97.7	3,528	10,949	13,736*	971	479
Wheatland	3,162	3,286	960	939	97.8	780	3,398	2,890*	229	115
Wibaux	1,904	2,161	554	554	100.0	486	1,359	1,916,664	104	47
Yellowstone	55,763	41,182	16,534	16,137	97.6	10,134	71,701	12,772*	10,992	6,511

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

MARKET INDICATORS FOR MONTANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	591,024	'50	559,456	'40
% of U. S.	.4%	'50	0.42%	'40
Homes	181,131	'50	156,024	'40
Percent Radio	97.2%	'50	86.2%	'40
Radio Homes	176,059	'50	134,503	'40
Retail Sales	$ 600,556,000	'50	600,187,000	'48
Retail Trade Employes	28,470	'48	20,714	'39
Wholesale Sales Volume	$ 586,590,000	'48	130,600,000	'39
Wholesale Trade Employes	7,467	'48	4,274	'39
Manufacturing Employment (Mid-March)			16,547	'47
Manufacturing Taxable Payrolls (1st Quarter)			$9,816,000	'47
Income	$ 787,000,000	'49	321,000,000	'40
Percent distribution	.40%	'49	0.42%	'40
Per Capita Income	$ 1,390	'49	574	'40
Percent of national per capita income	105%	'49	100%	'40
New Construction (Private)	$ 40,100,000	'47	14,300,000	'39
Residential	$ 10,200,000	'47	4,900,000	'39
Non-Residential	$ 15,700,000	'48	2,200,000	'39
Automobile Registration	264,892	'50	221,222	'48
Telephones	146,600	'50	84,600	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

NEBRASKA

SPOT RATE FINDER

ALLIANCE, Box Butte, 3,568 homes, 96.2% radio, 3,432 radio homes.
KCOW, 250w, 1400 kc

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	20.00	30.00	50.00
N		4.00	8.00	15.00	25.00	45.00

BEATRICE, Gage, 8,262 homes, 95.8% radio, 7,915 radio homes.
KWBE, 250w, 1450kc, MBS

D	4.50	5.00	12.00	20.00	30.00	50.00
N	5.50	6.50	18.00	30.00	40.00	65.00

BROKEN BOW, Custer, 5,965 homes, 94.3% radio, 5,625 radio homes.
KCNI, 250w, 1490kc, MBS

D	6.00	6.00	12.00	21.00	36.00	50.00
N	6.00	6.00	12.00	21.00	36.00	60.00

COLUMBUS, Platte, 5,392 homes, 94.9% radio, 5,117 radio homes.
KJSK, 1kw-D, 900kc

D	7.00	7.00	13.00	19.50	37.50	65.00

KJSK-FM, Chan. 268, 101.5mc, 6.9kw (CP)

FREMONT, Dodge, 7,776 homes, 96.5% radio, 7,504 radio homes.
KFGT, 100w, 1340kc, MBS, Conlan

D	5.00	5.00	10.00	18.33	30.00	50.00
N	6.00	6.00	13.00	19.50	37.50	65.00

GRAND ISLAND, Hall, 9,339 homes, 95.8% radio, 8,947 radio homes.
KMMJ, 1kw, 750kc, ABC, H-R Representatives

D	12.00	12.00	24.00	48.00	72.00	120.00
N	15.00	15.00	30.00	60.00	90.00	150.00

(Sold in combination with KXXX, Colby, Kansas)

HASTINGS, Adams, 8,201 homes, 96% radio, 7,873 radio homes.
KHAS, 250w, 1230kc, MBS

D	2.65	5.00	10.00	20.00	30.00	50.00
N	4.00	8.00	16.00	32.00	48.00	80.00

KEARNEY, Buffalo, 7,624 homes, 94.2% radio, 7,182 radio homes.
KGFW, 250w, 1340kc, MBS

D	4.00	6.00	12.00	30.00	50.00	80.00
N	4.00	6.00	12.00	30.00	50.00	80.00

LEXINGTON, Dawson, 5,731 homes, 95.5% radio, 5,473 radio homes.
KRVN, 25kw, 1010kc, LBS, Taylor

D	11.25	11.25	16.87	33.75	56.25	90.00
N	18.82	18.82	28.23	56.46	91.10	150.00

LINCOLN, Lancaster, 34,597 homes, 97.3% radio, 33,663 radio homes.

3 AM affiliates, average 1-time rate

D	6.25	6.25	10.67	15.83	30.83	55.00
N	10.75	11.25	18.33	28.75	57.50	105.00

KFOR, 250w, 1240kc, ABC, Petry, Hooper

D	7.50	7.50	12.00	17.50	32.50	65.00
N	12.50	12.50	20.00	31.25	62.50	125.00

KFOR-FM, Chan. 275, 102.9mc, 22kw, Bonus
KLMS, 1kw, 1480kc, LBS, Indie Sales

D	5.00		10.00	15.00	30.00	50.00
N	9.00		15.00	25.00	50.00	90.00

KOLN, 250w, 1400kc, MBS, Pearson

D		5.00	10.00	15.00	30.00	50.00
N		10.00	20.00	30.00	60.00	100.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

McCOOK, Red Willow, 3,958 homes, 94.7% radio, 3,748 radio homes.
KBRL, 250w, 1450kc, MBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.30	5.00	10.00	20.00	30.00	50.00
N	5.00	8.00	15.00	25.00	45.00	80.00

NORFOLK, Madison, 6,604 homes, 96.1% radio, 6,346 radio homes.
WJAG, 1kw, 780kc, Walker, Conlan

D	7.00	8.00	16.00	32.00	48.00	80.00
N		12.00	24.00	48.00		

NORTH PLATTE, Lincoln, 8,337 homes, 95.3% radio, 7,945 radio homes.
KNBR, 1kw-D, 1280kc (CP)
(No rates available)
KODY, 250w, 1240kc, NBC, Blair, Conlan, BMB

D	5.00	5.00	10.80	18.00	30.00	50.00
N	8.00	8.00	15.00	25.00	45.00	80.00

OMAHA, Douglas, 76,470 homes, 97.3% radio, 74,405 radio homes.

4 AM affiliates, average 1-time rate

D	16.50	16.50	30.19	51.44	86.62	147.50
N	31.00	31.00	58.19	100.37	174.50	285.00

KBON, 250w, 1490kc, MBS, Pearson, Conlan

D	6.50	6.50	13.00	19.50	39.00	65.00
N	13.00	13.00	26.00	39.00	78.00	130.00

KBON-FM, Chan. 224, 98.7mc, 8.7kw, Transit Radio
(See Transit Radio Listings)
KFAB, 50kw, 1110kc, CBS, Free & Peters

D	20.00	20.00	40.00	80.00	120.00	200.00
N	40.00	40.00	80.00	160.00	240.00	400.00

KMTV (TV), Chan. 3, 8kw-aur.; 11.7kw-vis.; ABC, CBS, DuMont, Katz, Pulse

D	17.50	35.00	43.75	70.00	105.00	175.00
N	35.00	70.00	87.50	140.00	210.00	350.00

KOIL, 5kw, 1290kc, ABC, Petry, Hooper, BMB

D	14.50	14.50	22.75	31.25	62.50	125.00
N	21.00	21.00	36.75	52.50	105.00	210.00

KOWH, 500w-D, 660kc, Indie Sales, Hooper

D	12.75	12.75	25.00	36.00	60.00	100.00

WOW, 5kw, 590kc, NBC, Blair

D	25.00	25.00	45.00	75.00	125.00	200.00
N	50.00	50.00	90.00	150.00	275.00	400.00

WOW-TV, Chan. 6, 8.5kw-aur., 16.2kw-vis., Blair TV

D	50.00	50.00	70.00	140.00	150.00	250.00
N	70.00	70.00	98.00	100.00	210.00	350.00

SCOTTSBLUFF, Scotts Bluff, 10,171 homes, 94.8% radio, 9,642 radio homes.

2 AM affiliates, average 1-time rate

D	8.00	8.00	16.25	31.00	49.00	85.00
N	8.00	8.00	16.25	31.00	49.00	85.00

KNEB, 1kw-D, 500w-N, 960kc, MBS, Holman

D	7.00	7.00	16.00	32.00	48.00	80.00
N	7.00	7.00	16.00	32.00	48.00	80.00

KOLT, 5kw-D, 1kw-N, 1320kc, CBS, McGillvra, Conlan

D	9.00	9.00	16.50	30.00	50.00	90.00
N	9.00	9.00	16.50	30.00	50.00	90.00

SIDNEY, Cheyenne, 3,450 homes, 96.1% radio, 3,315 radio homes.
KSID, 250w-D, 1540kc, (CP)
(No rates available)

WISE SPOT BUYER* puts all his OMAHA MARKET EGGS in 1 BASKET via WOW!

SHREWD NATIONAL CLIENT and AGENCY USES NIGHT-TIME RADIO PLUS TV

Here what this client did:

1 He carefully analyzed *coverage* and *costs* of all stations and other media —and, on a firm year-'round basis, he then

2 Dropped two stations — one in Omaha and one in Southwest Iowa, and placed "The Cisco Kid" on Radio WOW, 6:00 p.m. to 6:30 p.m. three nights a week, plus WOW-TV — a half hour a week, 7:30 p.m. Thursdays.

Why?

For two excellent reasons:

1 HE now gets GREATER COVERAGE at LESS COST.

2 HE can now Expand his operations.

All this we can Prove!

Write, wire or phone WOW, or your nearest John Blair man

*Name on request

RADIO WOW OMAHA

FRANK P. FOGARTY, General Manager ★ JOHN BLAIR CO., Representatives

MARKET INDICATORS FOR NEBRASKA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,325,510	'50	1,315,834	'40
% of U. S.	.9%	'50	1%	'40
Homes	387,259	'50	352,662	'40
Percent Radio	95.8%	'50	84.7%	'40
Radio Homes	370,994	'50	298,790	'40
Retail Sales	$1,362,461,000	'50	1,313,883,000	'48
Retail Trade Employes	64,230	'48	45,818	'39
Wholesale Sales Volume	$2,392,023,000	'48	567,000,000	'39
Wholesale Trade Employes	23,948	'48	15,635	'39
Manufacturing Employment (Mid-March)			47,215	'47
Manufacturing Taxable Payrolls (1st Quarter)			$28,175,000	'47
Income	$1,653,000,000	'49	569,000,000	'48
Percent distribution	.84%	'49	0.75%	'48
Per Capita Income	$ 1,294	'49	433	'48
Percent of national per capita income	97%	'49	75%	'48
New Construction (Private)	$ 87,300,000	'47	30,200,000	'39
Residential	$ 30,900,000	'47	10,400,000	'39
Non-Residential	$ 49,100,000	'48	3,900,000	'39
Automobile Registration	569,497	'50	509,666	'48
Telephones	400,800	'50	284,200	'47

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

BROADCASTING TELECASTING
MARKETBOOK MAP of NEBRASKA

2 Location of City and number of Standard (AM) Broadcasting Stations
1 Number of FM Broadcasting Stations
1 Number of Telecasting Stations

MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT
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NEBRASKA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales	Total 1950 Farm Income	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Adams	28,737	24,576	8,201	7,873	96.0	5,453	34,067	4,704,349	4,645	2,462
Antelope	11,631	13,289	3,515	3,332	94.8	2,770	10,393	10,714,179	539	193
Arthur	799	1,045	219	203	92.5	194	238	1,768*	10	1
Banner	1,321	1,403	428	418	97.6	302	37	1,885*		
Blaine	1,209	1,538	341	324	94.9	307	693	1,815,521	34	10
Boone	10,703	12,127	3,172	3,010	94.9	2,369	8,601	9,381*	552	209
Box Butte	12,225	10,736	3,568	3,432	96.2	2,469	15,649	7,566*	1,475	682
Boyd	4,921	6,060	1,401	1,310	93.5	1,149	4,312	3,560,601	249	77
Brown	5,157	6,962	1,476	1,392	94.3	1,175	7,305	3,548,542	453	168
Buffalo	25,091	23,655	7,624	7,182	94.2	5,230	28,605	15,792*	2,585	1,017
Burt	11,514	12,546	3,280	3,175	96.8	2,950	10,782	18,428*	737	360
Butler	11,376	13,106	3,560	3,332	93.6	2,621	7,722	12,347*	516	184
Cass	16,355	16,992	5,078	4,839	95.3	4,097	11,145	15,315*	919	361
Cedar	13,820	15,126	3,590	3,461	96.4	3,091	10,748	17,768*	737	229
Chase	5,185	5,310	1,566	1,478	94.4	1,073	6,550	4,052,259	585	272
Cherry	8,348	9,637	2,341	2,217	94.7	1,808	9,829	13,862*	503	211
Cheyenne	11,921	9,505	3,450	3,315	96.1	2,102	14,069	14,021*	1,185	535
Clay	8,677	10,445	3,024	2,867	94.8	2,427	5,562	7,731*	457	145
Colfax	10,158	10,627	2,892	2,736	94.6	2,422	12,641	10,731*	675	287
Cuming	12,996	13,562	3,492	3,366	96.4	2,895	13,422	25,879*	809	328
Custer	19,207	22,591	5,965	5,625	94.3	4,656	16,520	20,615*	1,192	417
Dakota	10,403	9,836	2,810	2,653	94.4	2,097	7,997	5,618,777	592	272
Dawes	9,646	10,128	3,130	3,020	96.5	2,350	11,209	5,571*	1,122	466
Dawson	19,376	17,890	5,731	5,473	95.5	3,914	28,569	26,753*	2,084	978
Deuel	3,323	3,580	1,055	1,021	96.8	770	5,299	4,223,084	314	132
Dixon	9,107	10,413	2,610	2,513	96.3	2,287	7,044	14,127*	365	122
Dodge	26,100	23,799	7,776	7,504	96.5	5,948	35,160	16,766*	4,901	2,240
Douglas	277,189	247,562	76,470	74,405	97.3	62,150	328,536	12,521*	89,526	54,218
Dundy	4,347	5,122	1,386	1,289	93.0	961	5,234	4,672,649	333	111
Fillmore	9,622	11,417	3,121	2,949	94.5	2,534	6,294	10,258*	620	236
Franklin	7,070	7,740	2,256	2,100	93.1	1,548	6,249	7,080*	387	115
Frontier	5,189	6,417	1,729	1,611	93.2	1,290	3,060	7,769*	205	68
Furnas	9,349	10,098	3,113	2,932	94.2	2,212	9,284	9,082*	736	251
Gage	28,055	29,588	8,262	7,915	95.8	6,748	25,153	18,355*	4,526	2,230
Garden	4,084	4,680	1,286	1,224	95.2	976	3,063	7,369*	190	66
Garfield	2,906	3,444	891	832	93.4	663	2,841	2,345*	209	64
Gosper	2,732	3,687	973	908	93.3	672	1,773	3,986,566	96	34
Grant	1,060	1,327	312	297	95.3	274	1,019	1,410*	51	21
Greeley	5,584	6,845	1,542	1,443	93.6	1,195	4,388	6,075*	206	66
Hall	32,009	27,523	9,339	8,947	95.8	6,637	37,957	12,928*	6,203	3,181
Hamilton	8,788	9,982	2,654	2,500	94.2	2,209	6,374	11,858*	513	196
Harlan	7,138	7,130	2,283	2,162	94.7	1,460	5,524	5,080,335	473	174
Hayes	2,409	2,958	685	634	92.5	546	518	3,871,047	53	14
Hitchcock	5,864	6,404	1,798	1,697	94.4	1,291	4,711	4,418,062	383	140
Holt	14,867	16,552	4,086	3,878	94.9	3,288	13,626	15,515*	848	312
Hooker	1,055	1,253	330	310	93.9	244	1,758	758*	121	57
Howard	7,229	8,422	2,328	2,188	94.0	1,715	5,021	7,099*	322	124
Jefferson	13,614	15,532	4,263	4,058	95.2	3,674	13,242	7,519,414	1,556	724
Johnson	7,262	8,662	2,324	2,219	95.5	1,986	6,227	7,200*	443	173
Kearney	6,359	6,854	2,003	1,929	96.3	1,594	6,673	6,355,389	432	162
Keith	7,415	8,333	2,243	2,111	94.1	1,746	10,508	8,555*	852	416
Keyapaha	2,154	3,235	599	568	94.9	602	947	2,826*	39	15
Kimball	4,289	3,913	1,324	1,288	97.3	880	5,369	5,479*	339	143
Knox	14,829	16,478	4,240	3,986	94.0	3,244	12,906	16,957*	719	245
Lancaster	118,260	100,585	34,597	33,663	97.3	26,329	130,830	13,863,358	28,109	15,120
Lincoln	27,384	25,425	8,337	7,945	95.3	5,621	32,920	16,323*	3,252	1,602
Logan	1,354	1,742	397	370	93.3	313	650	1,994*	25	7

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

NEBRASKA RADIO MARKET DATA BY COUNTIES (Continued)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Loup	1,349	1,777	387	362	93.5	349	361	1,838,867	50	14
McPherson	828	1,175	252	231	91.7	205	252	1,544*	5	2
Madison	24,185	24,269	6,604	6,346	96.1	5,477	32,566	13,804*	3,172	1,491
Merrick	8,802	9,354	2,719	2,608	95.9	2,142	8,747	11,112*	629	233
Morrill	8,255	9,436	2,522	2,406	95.4	1,840	7,614	8,990*	504	233
Nance	6,551	7,653	1,989	1,886	94.8	1,504	4,789	6,749*	416	166
Nemaha	10,940	12,781	3,487	3,351	96.1	3,108	8,101	9,535*	738	295
Nuckolls	9,359	10,446	3,036	2,827	93.1	2,207	8,570	7,144,163	846	363
Otoe	17,045	18,994	5,223	5,004	95.8	1,840	15,944	15,790*	1,700	723
Pawnee	6,734	8,514	2,146	2,045	95.3	1,863	4,128	5,000,466	306	101
Perkins	4,822	5,197	1,452	1,392	95.9	1,062	5,134	8,341*	307	127
Phelps	9,029	8,452	2,815	2,686	95.4	2,076	11,704	8,093,166	1,199	559
Pierce	9,400	10,211	2,669	2,546	95.4	2,159	8,064	11,973*	487	193
Platte	19,857	20,191	5,392	5,117	94.9	3,961	21,711	17,907*	2,292	1,068
Polk	8,027	8,748	2,443	2,340	95.8	2,030	6,725	9,565*	372	132
Red Willow	12,909	11,951	3,958	3,748	94.7	2,647	18,272	7,051*	1,677	723
Richardson	16,838	19,178	5,169	4,942	95.6	4,351	16,711	15,515*	1,476	592
Rock	3,030	3,977	917	865	94.3	781	2,978	3,177*	180	60
Saline	14,021	15,010	4,726	4,433	93.8	3,541	11,869	12,106*	1,508	678
Sargy	15,641	10,835	3,963	3,852	97.2	2,257	4,848	10,626,405	510	264
Saunders	16,820	17,892	5,322	5,083	95.5	4,193	13,983	20,021*	1,665	915
Scotts Bluff	33,889	33,917	10,171	9,642	94.8	6,895	43,335	30,798*	4,383	2,466
Seward	13,187	14,167	4,024	3,803	94.5	3,172	10,329	14,064*	979	462
Sheridan	9,520	9,869	2,822	2,684	95.1	2,122	10,568	10,857,445	742	264
Sherman	6,418	7,764	2,131	1,961	92.0	1,363	3,722	5,360*	266	87
Sioux	3,120	4,001	991	931	93.9	767	1,344	6,730*	45	12
Stanton	6,413	6,887	1,850	1,761	95.2	1,468	3,517	10,684,586	200	80
Thayer	10,631	12,262	3,320	3,151	94.9	2,679	8,969	10,042*	958	418
Thomas	1,195	1,553	382	364	95.2	317	691	915*	25	8
Thurston	8,569	10,243	2,299	2,136	92.9	1,734	6,186	11,444*	543	241
Valley	7,256	8,163	2,300	2,171	94.4	1,738	5,872	6,823,307	510	174
Washington	11,496	11,578	3,329	3,202	96.2	2,713	8,795	13,170*	1,125	534
Wayne	10,098	9,880	2,689	2,616	97.3	2,316	8,761	16,299*	660	275
Webster	7,317	8,071	2,417	2,257	93.4	1,691	5,900	4,461,761	392	130
Wheeler	1,528	2,170	510	478	93.8	392	408	2,411*	13	2
York	14,228	14,874	4,362	4,170	95.6	3,544	13,964	13,418*	1,401	579

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

MARKET INDICATORS FOR NEVADA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	160,083	'50	110,247	'40
% of U. S.	.1%	'50	0.08%	'40
Homes	53,320	'50	32,178	'40
Percent Radio	96.3%	'50	81.4%	'40
Radio Homes	51,347	'50	26,200	'40
Retail Sales	$ 204,113,000	'50	199,592,000	'46
Retail Trade Employes	9,013	'48	6,027	'39
Wholesale Sales Volume	$ 79,498,000	'48	23,200,00	'39
Wholesale Trade Employes	1,326	'48	768	'39
Manufacturing Employment (Mid-March)			3,855	'47
Manufacturing Taxable Payrolls (1st Quarter)			$2,788,000	'47
Income	$ 277,000,000	'49	92,000,000	'40
Percent distribution	14%	'49	0.12%	'40
Per capita Income	$ 1,731	'49	836	'40
Percent of national per capita income	130%	'49	145%	'40
New Construction (Private)	$ 25,800,000	'47	7,300,00	'39
Residential	$ 16,900,000	'47	4,000,000	'39
Non-Residential	$ 4,900,000	'48	1,800,000	'39
Automobile Registration	77,142	'50	63,223	'48
Telephones	49,400	'50	28,300	'15

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

NEVADA

SPOT RATE FINDER

ELKO, Elko, 3,574 homes, 95.8% radio, 3,424 radio homes.
KELK, 250w, 1240kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	13.50	21.00	32.50
N	4.00	5.00	9.00	13.50	21.00	32.50

ELY, White Pine, 3,177 homes, 96.3% radio, 3,059 radio homes.
KELY, 250w, 1230kc

D	2.65	5.30	7.15	10.65	17.70	29.50
N	2.65	5.30	7.15	10.65	17.70	29.50

LAS VEGAS, Clark, 15,627 homes, 95.6% radio, 14,939 radio homes.

3 AM affiliates, average 1-time rate

D	4.33	5.33	8.47	15.17	24.00	41.00
N	6.33	5.75	12.00	21.67	33.50	65.00

KENO, 1kw, 1460kc, ABC, Grant

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

KENO-FM, Chan. 260, 103.9mc, 250kw, Grant Bonus

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KLAS, 250w, 1230kc, CBS, Hollingbery, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	8.40	16.50	25.50	42.00
N	10.00	10.00	14.00	28.00	42.00	70.00

KRAM, 1kw, 920kc, MBS, KBS, Intermountain, World, Avery-Knodel

D	3.00	4.00	7.00	13.00	22.50
N	3.00	4.00	7.00	13.00	22.50

RENO, Washoe, 16,148 homes, 97.6% radio, 15,760 radio homes.

4 AM affiliates, average 1-time rate

D	3.95	3.95	6.90	12.80	19.20	32.00
N	6.65	6.65	12.30	24.60	36.90	61.50

KOH, 5kw-D, 1kw-N, 630kc, NBC, Raymer

D	4.00	4.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

KATO, 250w, 1340kc, Don Lee, MBS, Pearson, Western Radio Sales

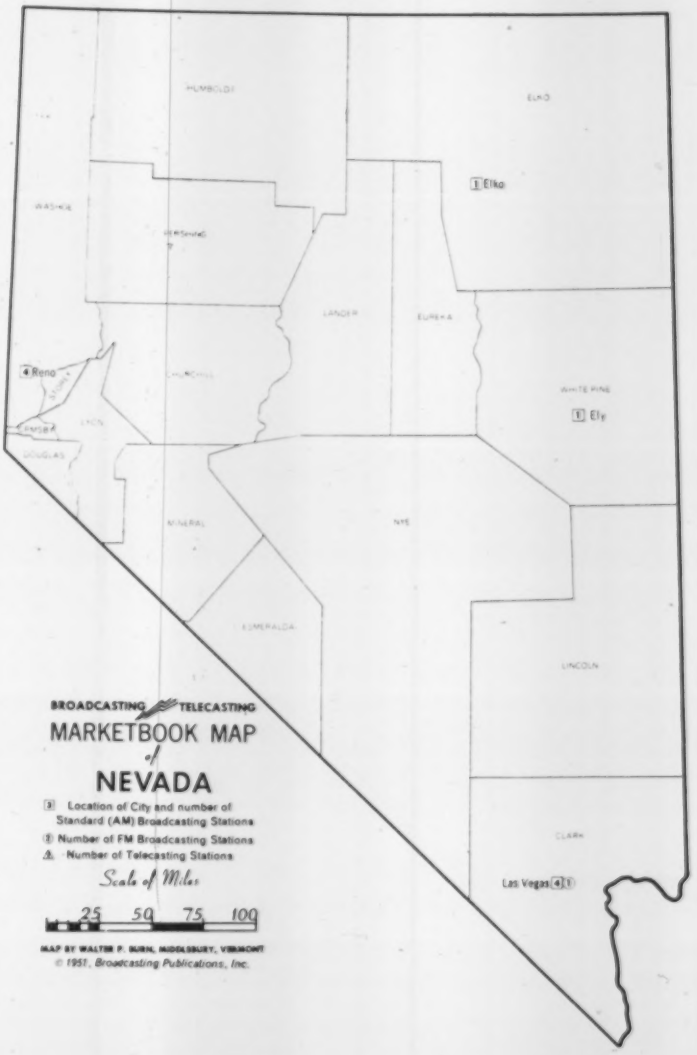
D	4.00	4.00	6.00	8.00	12.00	20.00
N	6.00	6.00	9.00	16.00	24.00	40.00

KOLO, 1kw, 920kc, CBS, Hollingbery

D	4.80	4.80	7.60	15.20	22.80	38.00
N	7.60	7.60	15.20	30.40	45.60	76.00

KWRN, 250w, 1490kc, ABC, Walker, Conlan

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00



NEVADA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Pa rolls Tax Ce 1948 ($00
Churchill	6,161	5,317	2,021	1,946	96.3	1,183	8,133	3,928*	733	
Clark	48,289	16,414	15,627	14,939	95.6	3,788	55,776	1,795*	11,328	8,4
Douglas	2,029	2,056	959	918	95.7	437	2,243	2,809*	241	
Elko	11,654	10,912	3,574	3,424	95.8	2,433	14,293	11,271*	1,538	
Esmeralda	614	1,554	481	458	95.2	400	224	164*	77	
Eureka	896	1,361	440	414	94.2	248	825	1,379*	285	
Humboldt	4,838	4,743	1,478	1,413	95.6	958	6,192	3,095*	639	
Lander	1,850	1,745	648	614	94.7	390	1,699	1,076*	249	
Lincoln	3,837	4,130	1,323	1,290	97.5	961	2,577	741*	578	
Lyon	3,679	4,076	1,086	1,050	96.7	903	3,086	4,479*	175	
Mineral	5,560	2,342	2,178	2,071	95.1	475	3,312	153*	524	
Nye	3,101	3,606	1,514	1,429	94.4	897	3,220	1,042*	316	
Ormsby	4,172	3,209	1,282	1,261	98.4	821	4,646	257*	450	
Pershing	3,103	2,713	1,069	1,016	95.0	593	3,357	1,760*	693	
Storey	671	1,216	316	310	98.1	317	514	159*	39	
Washoe	50,205	32,476	16,148	15,760	97.6	8,703	83,108	4,808*	13,682	9,5
White Pine	9,424	12,377	3,177	3,059	96.3	2,693	10,899	2,243*	2,795	2,1

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $00

NEW HAMPSHIRE

SPOT RATE FINDER

BERLIN, Coos, 10,469 homes, 96.3% radio, 10,082 radio homes.

WMOU, 250w, 1230kc, Kettell-Carter, Radio Reps.

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CLAREMONT, Sullivan, 8,522 homes, 96.1% radio, 8,190 radio homes.

WTSV, 250w, 1230kc, MBS, Bolling, Noonan

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WTSV-FM, Chan. 291, 106.1mc, 27kw, Bolling, Bonus

CONCORD, Merrimack, 19,733 homes, 96.8% radio, 19,102 radio homes.

WKXL, 250w, 1450kc, MBS, Walker

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

HANOVER, Grafton, 15,924 homes, 95.2% radio, 15,160 radio homes.

WTSL, 250w, 1400kc, MBS, Yankee, Bolling

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

KEENE, Cheshire, 13,229 homes, 96.4% radio, 12,753 radio homes.

WKNE, 5kw, 1290kc, CBS, Kettell-Carter, Meeker, BMB

D	6.70	8.00	13.40	26.80	40.20	67.00
N	10.00	12.00	20.00	40.00	60.00	100.00

LACONIA, Belknap, 11,689 homes, 96.2% radio, 11,146 radio homes.

WLNH, 250w, 1340kc, Yankee, MBS, KBS, Kettell-Carter

D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

MANCHESTER, Hillsboro, 47,218 homes, 97.5% radio, 46,038 radio homes.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.67	5.67	10.00	20.00	30.00	50.00
N	10.00	10.00	18.67	37.33	56.00	93.33

WFEA, 5kw, 1370kc, CBS, Young, Kettell-Carter, Hooper

D	6.00	6.00	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WKBR, 250w, 1240kc, MBS, Bolling

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WKBR-FM, Chan. 261, 100.1mc, 1kw, Bolling, Bonus

WMUR, 5kw-D, 1kw-N, 610kc, ABC, Weed, Hooper, BMB

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

NASHUA, Hillsboro, 47,218 homes, 97.5% radio, 46,038 radio homes.

WOTW, 1kw-D, 900kc, Bannan, Walker

D	4.00	6.00	12.00	24.00	36.00	60.00
N	5.00	8.00	16.00	32.00	48.00	80.00

WOTW-FM, Chan. 292, 106.3mc, 1kw, Bannan, Walker

PORTSMOUTH, Rockingham, 27,770 homes, 96.7% radio, 26,854 radio homes.

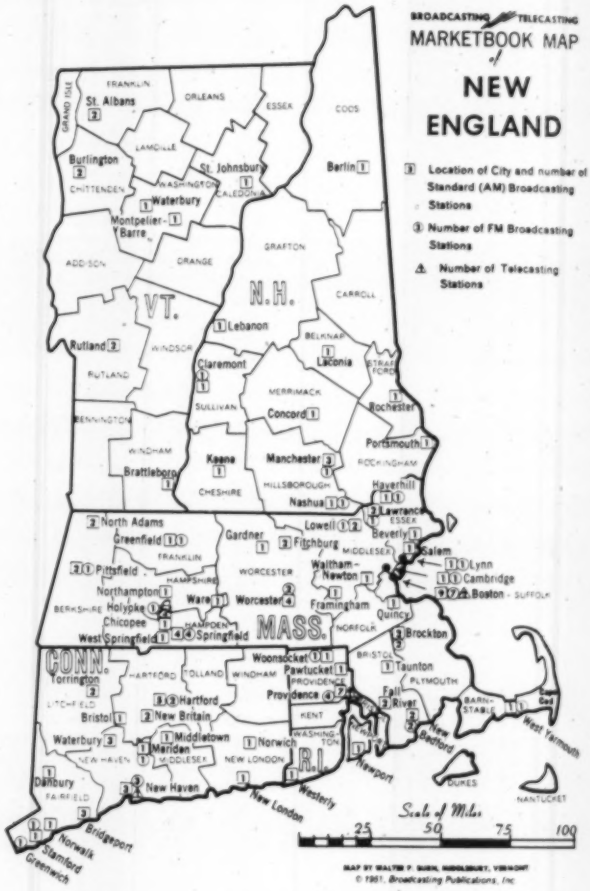
WHEB, 1kw, 750kc, MBS, Yankee, Walker Kettel-Carter

D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

ROCHESTER, Strafford, 15,220 homes, 97% radio, 14,763 radio homes.

WWNH, 1kw-D, 930kc, Granite, Bolling, Borgatti, Noonan

D		7.00	10.00	20.00	30.00	55.00



COVER THE NEW HAMPSHIRE STATE MARKET WITH... WMUR

The State Station

★ regularly reaches a DAYTIME audience of 58,390 radio families—in 8 of the 10 N. H. Counties.

★ regularly reaches a NIGHTTIME audience of 46,200 radio families—in 6 of the 10 N. H. Counties. 46% *more* families DAYTIME, and 17% *more* families NIGHTTIME *than any other New Hampshire station* (1949 BMB Est.)

79.7% of the families of New Hampshire live within the WMUR coverage area and do 81.9% of all the buying done in the state.

MARKET DATA
. . . within WMUR Daytime BMB Area:

families	168,080
radio homes	162,420
1950 Retail Sales	$450,511,000
food	138,592,000
gen'l. Mdse.	30,724,000
apparel	30,602,000
home furn.	24,693,000
automotive	61,259,000
b.m.-hardware	33,344,000
eat-drink	28,697,000
drug	13,237,000

(1951-'52 Consumer Markets)

WMUR 610 KC. BASIC A.B.C.

The Radio Voice of New Hampshire
MANCHESTER, NEW HAMPSHIRE
Represented nationally by WEED & CO.

NEW HAMPSHIRE RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Belknap	26,632	24,328	11,689	11,146	96.2	5,858	28,712		7,170	4,101
Carroll	15,868	15,589	8,432	7,943	94.2	3,657	14,876	1,143,995	2,344	1,043
Cheshire	38,811	34,953	13,229	12,753	96.4	8,321	30,867		10,719	6,372
Coos	35,932	39,274	10,469	10,082	96.3	8,343	29,970	3,107,631	8,681	4,982
Grafton	47,923	44,645	15,924	15,160	95.2	10,318	45,408		8,742	4,934
Hillsboro	156,987	144,888	47,218	46,038	97.5	35,174	156,244	10,864,661	55,072	31,176
Merrimack	63,022	60,710	19,733	19,102	96.8	14,028	53,722	6,431,202	12,318	6,587
Rockingham	70,059	58,142	27,770	26,854	96.7	14,468	62,279		10,788	5,383
Strafford	51,597	43,553	15,220	14,763	97.0	10,584	45,837	3,841,227	14,321	7,947
Sullivan	26,441	25,442	8,522	8,190	96.1	6,058	27,148	2,308,951	6,610	3,788

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

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MARKET INDICATORS FOR NEW HAMPSHIRE

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		533,242	'50	491,524	'40
% of U. S.		.4%	'50	0.37%	'40
Homes		178,205	'50	129,758	'40
Percent Radio		96.7%	'50	90.0%	'40
Radio Homes		172,324	'50	116,809	'40
Retail Sales	$	495,063,000	'50	469,841,000	'48
Retail Trade Employes		24,128	'48	18,198	'39
Wholesale Sales Volume	$	192,438,000	'48	64,300,000	'39
Wholesale Trade Employes		4,112	'48	2,570	'39
Manufacturing Employment (Mid-March)				85,134	'47
Manufacturing Taxable Payrolls (1st Quarter)				$47,490,000	'47
Income	$	621,000,000	'49	269,000,000	'40
Percent distribution		.31%	'49	0.35%	'40
Per Capita Income	$	1,195	'49	546	'40

NEW JERSEY

MARKET INDICATORS FOR NEW JERSEY

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		4,835,329	'50	4,160,165	'40
% of U. S.		3.2%	'50	3.16%	'40
Homes		1,372,046	'50	1,068,709	'40
Percent Radio		96.5%	'50	95.5%	'40
Radio Homes		1,324,021	'50	1,020,466	'40
Retail Sales		$4,948,344,000	'50	4,470,833,000	'48
Retail Trade Employes		207,950	'48	158,377	'39
Wholesale Sales Volume		$3,470,255,000	'48	1,075,300,000	'39
Wholesale Trade Employes		58,222	'48	37,606	'39
Manufacturing Employment (Mid-March)				766,690	'47

(Continued on page 108)

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Percent of national per capita income		90%	'49	95%	'40
New Construction (Private)	$	26,200,000	'47	12,000,000	'39
Residential	$	10,700,000	'47	4,600,000	'39
Non-Residential	$	6,900,000	'48	2,700,000	'39
Automobile Registration		172,339	'50	160,497	'48
Telephones		149,600	'50	103,100	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

Serving the 107th Market of the Nation

WFPG Atlantic City, N. J.

CBS Radio Network for New Jersey

with **MORE play-by-play sports • MORE network programs • MORE news**

from its **408 FOOT TOWER**

(Tallest structure in New Jersey, south of Newark)

THE FRIENDLY GROUP

WSTV Steubensville | **WPIT** Pittsburgh | **WHEE** Boston | **WFPG** Atlantic City

A Local Station That Knows Its Audience

WJLK

WJLK

Owned and Operated by ASBURY PARK PRESS

Hourly Local News, top ratings, plus a local audience that can afford to buy your product.

Jos. H. McGillvra, Inc. National Representatives

WJLK

WJLK

1310 AM 250 Watts
94.3 FM 1000 Watts

Asbury Park 2-3000

NEW JERSEY

SPOT RATE FINDER

ALPINE, Bergen, 147,694 homes, 97.9% radio, 144,592 radio homes.

WFMN (FM), Chan. 226, 93.1mc, 6kw
(No rates available)

ASBURY PARK, Monmouth, 75,854 homes, 95.4% radio, 72,365 radio homes.

WJLK, 250w, 1310kc

	SB	1M	5M	15M	30M	1 Hr
D	5.50	7.50	13.00	20.00	40.00	60.00
N	5.50	7.50	13.00	20.00	40.00	60.00

WJLK-FM, Chan. 232, 94.3mc, 1kw
(Duplicates AM programs)

ATLANTIC CITY, Atlantic, 44,318 homes, 94.2% radio, 41,748 radio homes.

2 AM affiliates, average 1-time rate

D	3.40	4.37	8.77	17.50	29.25	50.00
N	4.37	7.75	14.50	29.25	47.50	80.00

WFPG, 250w, 1450kc, CBS, Pearson, Conlan, Hooper, BMB Sports Net.

D	3.50	4.50	9.00	18.00	30.00	50.00
N	5.50	7.50	15.00	30.00	48.00	80.00

WFPG-FM, Chan. 253, 98.5mc, 15.6kw, Pearson, Bonus

WMID, 250w, 1340kc, ABC, MBS, Forjoe

D	3.30	4.25	8.55	17.00	28.50	50.00
N	5.25	8.00	14.00	28.50	45.00	80.00

BRIDGETON, Cumberland, 25,217 homes, 95% radio, 23,956 radio homes.

WSNJ, 250w, 1240kc, Clark

D	4.80	8.00	12.00	15.00	18.00	50.00
N	4.80	8.00	12.00	18.00	30.00	50.00

WSNJ-FM, Chan. 255, 98.9mc, 9.25kw, Clark ½ AM rates

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

MARKET INDICATORS FOR NEW JERSEY

(Continued from page 107)

Manufacturing Taxable Payrolls (1st Quarter)			$538,596,000	'47
Income	$7,018,000,000	'49	3,138,000,000	'40
Percent distribution	3.55%	'49	4.14%	'40
Per Capita Income	$ 1,546	'49	803	'40
Percent of national per capita income	116%	'49	140%	'40
New Construction (Private)	$ 795,500,000	'50	114,100,000	'39
Residential	$ 542,500,000	'50	70,200,000	'39
Non-Residential	$ 178,700,000	'50	25,400,000	'39
Automobile Registration	1,579,181	'50	1,331,916	'48
Telephones	1,645,300	'50	974,900	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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CAMDEN, Camden, 80,616 homes, 96% radio, 77,391 radio homes.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.00	11.50	19.00	38.75	57.50	95.00

WCAM, 250w, 1310kc

D	6.00	9.00	13.00	27.50	40.00	65.00
N	9.00	12.00	18.00	36.00	54.00	90.00

WKDN, 1kw-D, 800kc

D	10.00	14.00	25.00	50.00	75.00	125.00

ELIZABETH, Union, 104,834 homes, 97.1% radio, 101,794 radio homes.

WPOE (FM), Chan. 244, 96.7mc, 1kw

	SB	1M	5M	15M	30M	1 Hr
D		6.00	10.00	20.00	30.00	50.00
N		6.00	10.00	20.00	30.00	50.00

MORRISTOWN, Morris, 48,180 homes, 97.7% radio, 47,072 radio homes.

WMTR, 1kw-D, 1250kc, Conlan

D	6.00	7.00	12.00	24.00	36.00	60.00

OUR BROKEN RECORDS Offer Protection to Radio

* SALES RECORDS...that is

More for Your dollar in the Metropolitan area

Let us tell you more.

WVNJ

5000 WATTS
DAY AND NIGHT
NEWARK, N. J.

KC.

NEWARK, Essex, 239,990 homes, 96.2% radio, 230,870 radio homes.

4 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	14.42	20.12	29.58	55.55	107.37	206.00
N	16.12	22.00	24.37	58.37	111.75	214.75

WAAT, 5kw-D, 1kw-N, 970kc

D	17.50	25.00		66.00	132.00	264.00
N	17.50	25.00		66.00	132.00	264.00

WAAT-FM, Chan. 234, 94.7mc, 13.5kw, Bonus

WATV (TV), Chan. 13, 25kw-aur., 50kw-vis.

D	105.00	135.00	180.00	240.00	360.00	600.00
N	130.00	165.00	240.00	320.00	480.00	800.00

WHBI, 2.5kw-D, 1kw-N, 1280kc

Sundays only—7:00 A.M. to Midnite

D	15.00	15.00	20.00	45.00	75.00	140.00
N	20.00	20.00	25.00	50.00	80.00	150.00

WNJR, 5kw, 1430kc, Rambeau, Pulse

D	16.20	22.50	33.75	56.25	112.50	225.00
N	18.00	25.00	37.50	62.50	125.00	250.00

WNJR-FM, Chan. 274, 102.7mc, 3kw, Rambeau, Bonus

WVNJ, 5kw, 620kc, Hollingbery

D	9.00	18.00	35.00	55.00	110.00	195.00
N	9.00	18.00	35.00	55.00	110.00	195.00

NEW BRUNSWICK, Middlesex, 69,883 homes, 96.5% radio, 67,437 radio homes.

WCTC, 250w, 1450kc, BMB, Pulse

D	5.10	8.50	13.60	20.60	37.40	68.00
N	5.10	8.50	13.60	20.60	37.40	68.00

WCTC-FM, Chan. 252, 98.3mc, 1kw, Bonus

WDHN(FM), Chan. 228, 93.5mc, 1kw

D	3.00	4.00	8.50	13.50	22.50	35.00
N	3.00	4.00	8.50	13.50	22.50	35.00

PATERSON, Passaic, 98,322 homes, 96.3% radio, 94,684 radio homes.

WPAT, 5kw, 930kc, Pulse

	SB	1M	5M	15M	30M	1 Hr
D		21.60	36.40	72.80	109.20	182.00
N		21.60	36.40	72.80	109.20	182.00

PLAINFIELD, Union, 104,834 homes, 97.1% radio, 101,794 radio homes.

WXNJ(FM), Chan. 280, 103.9 mc, 1 kw

D	3.90	6.50	10.00	16.00	24.00	40.00
N	2.60	5.20	7.50	12.00	19.50	32.50

PLEASANTVILLE, Atlantic, 44,318 homes, 94.2% radio, 41,748 radio homes.

WOND, 250w, 1400kc

D	4.00	6.00	10.00	25.00	46.00	75.00
N	4.00	6.00	10.00	25.00	46.00	75.00

TRENTON, Mercer, 55,336 homes, 96.5% radio, 53,399 radio homes.

2 AM non-affiliates 1-time rate

D	1.10	6.25	13.87	23.37	36.50	61.00

WBUD, 250w, 1490kc

D		8.00	18.00	30.00	48.00	80.00
N		8.00	18.00	30.00	48.00	80.00

WTNJ, 250w-D, 1300kc

D	1.10	4.50	9.75	16.75	25.00	42.00

WTOA (FM), Chan. 248, 97.5mc, 14.5kw, H-R Reps.

(See Transit Radio listening)

WTTM, 1kw, 920kc, NBC, Forjoe

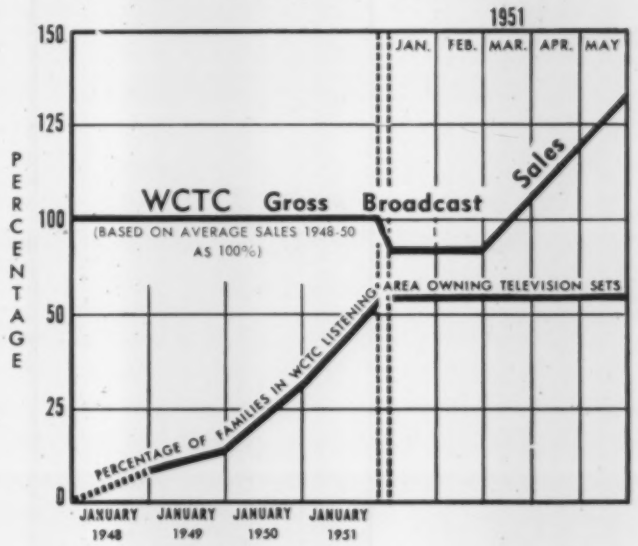
D	8.00	8.00	12.00	24.00	36.00	60.00
N	16.00	16.00	24.00	48.00	72.00	120.00

VINELAND, Cumberland, 25,217 homes, 95% radio, 23,956 radio homes.

WWBZ, 1kw, 1360kc

D	5.00	8.00	10.00	24.00	40.00	60.00
N	9.00	12.00	15.00	36.00	65.00	90.00

RADIO Going Out of Business?



Says Who?

WCTC IN THE HEART OF NEW YORK and Philadelphia TV Reception area

1450 AM — 98.3 FM

NEW BRUNSWICK, N. J.

NEW JERSEY RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Atlantic	132,879	124,066	44,318	41,748	94.2	30,852	191,226	11,475*	33,290	17,831
Bergen	536,310	409,646	147,694	144,592	97.9	105,573	446,866	10,955*	82,659	56,612
Burlington	135,926	97,013	32,890	31,903	97.0	22,469	97,563	20,346*	19,452	11,986
Camden	300,287	225,727	80,616	77,391	96.0	62,333	281,008	5,431*	79,979	52,896
Cape May	36,924	28,919	28,476	27,166	95.4	7,587	54,391	3,611*	5,471	2,781
Cumberland	88,727	73,184	25,217	23,956	95.0	17,479	93,071	36,262*	22,713	12,824
Essex	900,887	837,340	239,990	230,870	96.2	205,169	1,046,618	4,107*	299,118	209,048
Gloucester	91,719	72,219	26,024	25,113	96.5	17,355	62,977	18,843*	11,928	7,921
Hudson	646,136	652,040	173,895	168,504	96.9	163,908	572,929	5,749*	248,279	180,510
Hunterdon	42,689	36,766	12,656	12,251	96.8	9,292	42,458	20,287*	6,407	3,903
Mercer	229,412	197,318	55,336	53,399	96.5	44,807	277,415	13,516*	71,008	47,682
Middlesex	264,659	217,077	69,883	67,437	96.5	49,778	257,619	14,507*	76,530	53,874
Monmouth	223,306	161,238	75,854	72,365	95.4	39,125	262,015	29,439*	32,680	18,323
Morris	164,613	125,732	48,180	47,072	97.7	29,417	152,216	10,950*	26,329	17,622
Ocean	56,117	37,706	35,907	34,686	96.6	9,618	82,568	10,262*	7,125	3,556
Passaic	337,308	309,353	98,322	94,684	96.3	78,469	397,650	4,757*	125,702	87,540
Salem	49,615	42,274	14,259	13,518	94.8	9,963	43,213	17,494*	14,545	10,585
Somerset	98,740	74,390	25,286	24,654	97.5	17,016	85,008	8,602*	27,093	19,511
Sussex	34,308	29,636	16,313	15,660	96.0	7,205	35,344	15,874*	4,969	2,875
Union	397,559	328,344	104,834	101,794	97.1	80,386	417,354	5,509*	110,950	82,112
Warren	54,407	50,181	16,097	15,534	96.5	12,665	48,835	12,502*	14,775	9,412

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

North Jersey is a **MAJOR MARKET!**

NORTH JERSEY IS *BIGGER, RICHER* THAN EVER...OVER *3,500,000* PEOPLE

WITH $5,000,000,000 TO SPEND

You can influence and **SELL** *in this fabulous market with*

WNJR

RADIO STATION OF NEWARK NEWS

5,000 WATTS FULL TIME

MArket 3-2700
COrtlandt 7-8070

NEW MEXICO

SPOT RATE FINDER

ALAMOGORDA, Otero, 4,287 homes, 89.6% radio, 3,841 radio homes.

KALG, 250w, 1230kc

	SB	1M	5M	15M	30M	1 Hr
D	1.50	2.42	4.65	7.00	8.35	16.68 33.35
N	1.50	2.43	4.65	7.00	8.35	16.68 33.35

ALBUQUERQUE, Bernalillo, 41,053 homes, 94.1% radio, 38,631 radio homes.

4 AM affiliates, average 1-time rate

D	6.75	10.25	15.50	25.00	39.00	65.00
N	12.25	17.88	26.25	43.25	64.75	106.25

KGGM, 5kw, 610kc, CBS, Avery-Knodel

D	7.00	10.00	15.00	24.00	36.00	60.00
N	14.00	20.00	30.00	48.00	72.00	120.00

KOAT, 250w, 1240kc, ABC

D	5.00	8.50	12.50	20.00	30.00	50.00
N	8.00	12.00	20.00	32.00	48.00	80.00

KOB, 50kw-D, 25kw-N, 770kc, NBC

D	10.00	15.00	22.50	36.00	60.00	100.00
N	20.00	30.00	40.00	64.00	96.00	160.00

KOB-TV, Chan. 4, 5kw-aur., 2.51kw-vis., ABC, CBS, NBC, DuMont

D	18.00	18.00	30.00	60.00	90.00	150.00
N	20.00	20.00	40.00	78.00	117.00	195.00

KVER, 250w, 1340kc, MBS, Forjoe, BMB, Hooper, Conlan

D	5.00	7.50	12.50	20.00	30.00	50.00
N	7.00	9.50	15.00	29.00	43.00	65.00

ARTESIA, Eddy, 11,625 homes, 92.5% radio, 10,753 radio homes.

KSVP, 250w, 1450kc, MBS

D	2.45	3.25	6.75	12.50	20.00	35.00
N	2.45	3.25	6.75	12.50	20.00	35.00

CARLSBAD, Eddy, 11,625 homes, 92.5% radio, 10,753 radio homes.

KAVE, 250w, 1240kc, CBS, Taylor

D	6.75	6.75	12.00	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

KPBM, 1kw-D, 740kc

D		6.00	7.50	24.00	36.00	60.00

CLAYTON, Union, 2,175 homes, 92.1% radio, 2,003 radio homes.

KLMX, 250w, 1450kc

D		2.45	4.25	8.30	14.50	24.15
N		2.45	4.25	8.30	14.50	24.15

CLOVIS, Curry, 7,189 homes, 93.9% radio, 6,750 radio homes.

KICA, 1kw, 980kc, MBS, Taylor

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

GALLUP, McKinley, 5,503 homes, 88.7% radio, 4,881 radio homes.

KGAK, 250w, 1230kc, McGillvra

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

HOBBS, Lea, 9,264 homes, 93.4% radio, 8,653 radio homes.

KWEW, 100w, 1490kc, MBS, KBS, Mid-South, Taylor

D	5.00	5.00	12.00	16.00	24.00	40.00
N	8.00	8.00	15.00	24.00	36.00	60.00

HOT SPRINGS, Sierra, 2,689 homes, 87.8% radio, 2,519 radio homes.

KCHS, 250w, 1400kc, KBS

D	2.40	2.40	4.00	8.00	14.00	24.00
N	2.40	2.40	4.00	8.00	14.00	24.00

LAS CRUCES, Dona Ana, 10,036 homes, 87.2% radio, 8,839 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

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KOBE, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	18.00	25.00	45.00
N	7.50	7.50	15.00	25.00	40.00	60.00

LAS VEGAS, San Miguel, 6,549 homes, 85.7% radio, 5,612 radio homes.

KFUN, 250w, 1230kc, MBS, Best.

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

LOS ALAMOS, Los Alamos, 3,278 homes, 94.5% radio, 3,098 radio homes.

KRSN, 250w, 1490kc, McGillvra

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.75	11.25	18.00	27.00	45.00

(Sold in combination with KTRC Santa Fe, N. M.)

PORTALES, Roosevelt, 4,884 homes, 91.9% radio, 4,488 radio homes.

KENM, 250w, 1450kc, Taylor

D	5.00	5.00	9.60	15.00	21.50	36.00
N	5.00	5.00	9.60	15.00	21.50	36.00

* * *

RATON, Colfax, 4,663 homes, 92.7% radio, 4,323 radio homes.

KRTN, 250w, 1490kc, MBS, Best, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	6.00	9.60	14.40	24.00
N	3.00	3.00	6.00	9.60	14.40	24.00

ROSWELL, Chaves, 11,345 homes, 92.1% radio, 10,449 radio homes.

KGFL, 250w, 1400kc, Taylor

D	6.75	6.75	12.00	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

KSWS, 250w, 1230kc, ABC, McGillvra

D	3.00	3.75	5.25	9.50	18.75	37.50
N	4.50	5.25	8.25	15.00	30.00	52.50

SANTA FE, Santa Fe, 9,338 homes, 89.3% radio, 8,339 radio homes.

2 AM affiliates, average 1-time rate

D	4.00	5.25	8.75	14.00	21.00	35.00
N	5.75	7.87	13.25	21.00	31.50	52.50

* * *

KTRC, 250w, 1400kc, ABC

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.75	11.25	18.00	27.00	45.00

(Sold in combination with KRSN Los Alamos, N. M.)

KVSF, 1kw, 1260kc, CBS, Avery-Knodel

D		6.00	10.00	16.00	24.00	40.00
N		9.00	15.00	24.00	36.00	60.00

SILVER CITY, Grant, 5,901 homes, 92.2% radio, 5,441 radio homes.

KSIL, 250w, 1340kc, CBS, Taylor

D	4.00	4.00	7.50	12.00	18.00	30.00
N	5.00	5.00	12.00	16.00	24.00	40.00

TUCUMCARI, Quay, 3,894 homes, 92.3% radio, 3,594 radio homes.

KTNM, 250w, 1400kc, MBS

D	4.50	6.00	12.00	*10.00	35.00	60.00
N	4.50	6.00	12.00	*10.00	35.00	60.00

* (15 min. rate non-commissionable—no frequency discount)

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NEW MEXICO RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Bernalillo	146,014	69,391	41,053	38,631	94.1	12,688	153,720	4,214*	21,676	11,442
Catron	3,517	4,881	1,070	975	91.1	550	1,226	3,190*	129	47
Chaves	39,884	23,980	11,345	10,449	92.1	3,955	42,294	17,949*	4,631	2,445
Colfax	16,356	18,718	4,663	4,323	92.7	3,014	15,357	6,553*	3,392	1,387
Curry	23,174	18,159	7,189	6,750	93.9	3,502	30,458	12,528*	3,243	1,450
DeBaca	3,460	3,725	1,163	1,078	92.7	490	3,690	4,065*	226	86
Dona Ana	39,044	30,411	10,136	8,839	87.2	3,695	25,885	20,652*	2,384	1,064
Eddy	40,421	24,311	11,625	10,753	92.5	3,867	41,683	10,319*	7,544	5,412
Grant	21,561	20,050	5,901	5,441	92.2	2,993	18,718	3,758*	4,870	3,346
Guadalupe	6,756	8,646	1,762	1,554	88.2	551	4,648	2,933*	420	141
Harding	3,034	4,374	706	639	90.5	450	1,840	3,731*	131	53
Hidalgo	5,110	4,821	1,396	1,265	90.6	737	5,603	2,908*	668	284
Lea	30,577	21,154	9,264	8,653	93.4	4,254	37,298	6,469*	4,484	2,589
Lincoln	7,371	8,557	3,293	3,036	92.2	1,094	5,039	5,063*	466	176
Los Alamos	10,467		3,278	3,098	94.5		2,629			
Luna	8,640	6,457	2,624	2,367	90.2	970	8,394	3,250*	1,058	434
McKinley	26,920	23,641	5,503	4,881	88.7	2,283	19,609	2,206*	1,964	892
Mora	8,604	10,981	2,189	1,883	96.0	333	1,958	2,220*	201	52
Otero	14,709	10,522	4,287	3,841	89.6	1,315	9,471	3,583*	850	477
Quay	13,912	12,111	3,894	3,594	92.3	2,069	15,975	8,099*	1,192	464
Rio Arriba	24,543	25,352	5,650	4,904	86.8	1,039	7,723	4,824*	604	245
Roosevelt	16,391	14,549	4,884	4,488	91.9	2,087	14,171	17,017*	1,181	488
Sandoval	12,427	13,898	2,754	2,418	87.8	743	2,659	2,285*	4,496	3,172
San Juan	18,116	17,115	4,289	3,839	89.5	1,385	9,347	4,944*	760	342
San Miguel	26,411	27,910	6,549	5,612	85.7	2,029	14,407	3,800*	1,871	814
Santa Fe	37,582	30,826	9,338	8,339	89.3	4,074	35,532	3,111*	5,168	2,803
Sierra	7,174	6,962	2,869	2,519	87.8	877	6,047	1,414*	555	209
Socorro	9,665	11,422	2,461	2,131	86.6	881	4,716	2,556*	552	253
Taos	17,303	18,528	4,519	3,941	87.2	921	6,418	1,123*	667	224
Torrance	8,060	11,026	2,237	2,092	93.5	970	4,170	5,911*	328	108
Union	7,375	9,095	2,175	2,003	92.1	1,366	7,330	7,825*	394	167
Valencia	22,574	20,245	5,498	4,849	88.2	1,427	11,013	6,869*	981	380

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

MARKET INDICATORS FOR NEW MEXICO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	681,187	'50	531,818	'40
% of U. S.	.5%	'50	0.40%	'40
Homes	185,567	'50	125,134	'40
Percent Radio	90.9%	'50	53.2%	'40
Radio Homes	168,680	'50	66,609	'40
Retail Sales	$ 569,028,000	'50	475,663,000	'46
Retail Trade Employes	24,293	'48	13,813	'39
Wholesale Sales Volume	$ 261,775,000	'48	66,400,000	'39
Wholesale Trade Employes	4,566	'48	2,522	'39
Manufacturing Employment (Mid-March)			10,411	'47
Manufacturing Taxable Payrolls (1st Quarter)			$5,836,000	'47
Income	$ 665,000,000	'49	190,000,000	'40
Percent distribution	.34%	'49	0.25%	'40
Per Capita Income	$ 1,033	'49	356	'40
Percent of national per capita income	78%	'49	62%	'40
New Construction (Private)	$ 68,900,000	'47	14,400,000	'39
Residential	$ 20,300,000	'47	5,100,000	'39
Non-Residential	$ 9,600,000	'48	1,800,000	'39
Automobile Registration	237,741	'50	178,258	'48
Telephones	117,200	'50	53,300	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

NEW YORK

SPOT RATE FINDER

ALBANY, Albany, 66,994 homes, 96.8% radio, 64,850 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	13.00	18.00	25.80	51.60	81.00	135.00
N	20.50	28.00	40.50	81.00	127.50	212.50

3 AM non-affiliates, average 1-time rate

D	8.50	10.75	13.67	26.67	41.33	63.33
N	16.00	20.50	24.67	49.00	74.33	125.33

WABY, 250w, 1400kc

D	8.00	15.00	25.00	45.00
N	8.00	15.00	25.00	45.00

WOKO, 5kw, 1460kc, McGillvra

D	9.00	9.00	13.00	25.00	39.00	45.00
N	16.00	16.00	26.00	52.00	78.00	131.00

WPTR, 50KW, 1540kc, Weed

D	8.00	12.50	20.00	40.00	60.00	100.00
N	16.00	25.00	40.00	80.00	120.00	200.00

WROW, 5kw-D, 1kw-N, 590kc, MBS, Bolling, Hooper

D	10.00	16.00	21.60	43.20	72.00	120.00
N	17.00	26.00	36.00	72.00	120.00	200.00

WROW-FM, Chan. 230, 93.9mc, 1kw, Bolling, Bonus

WXKW, 10kw, 850kc, ABC, Katz

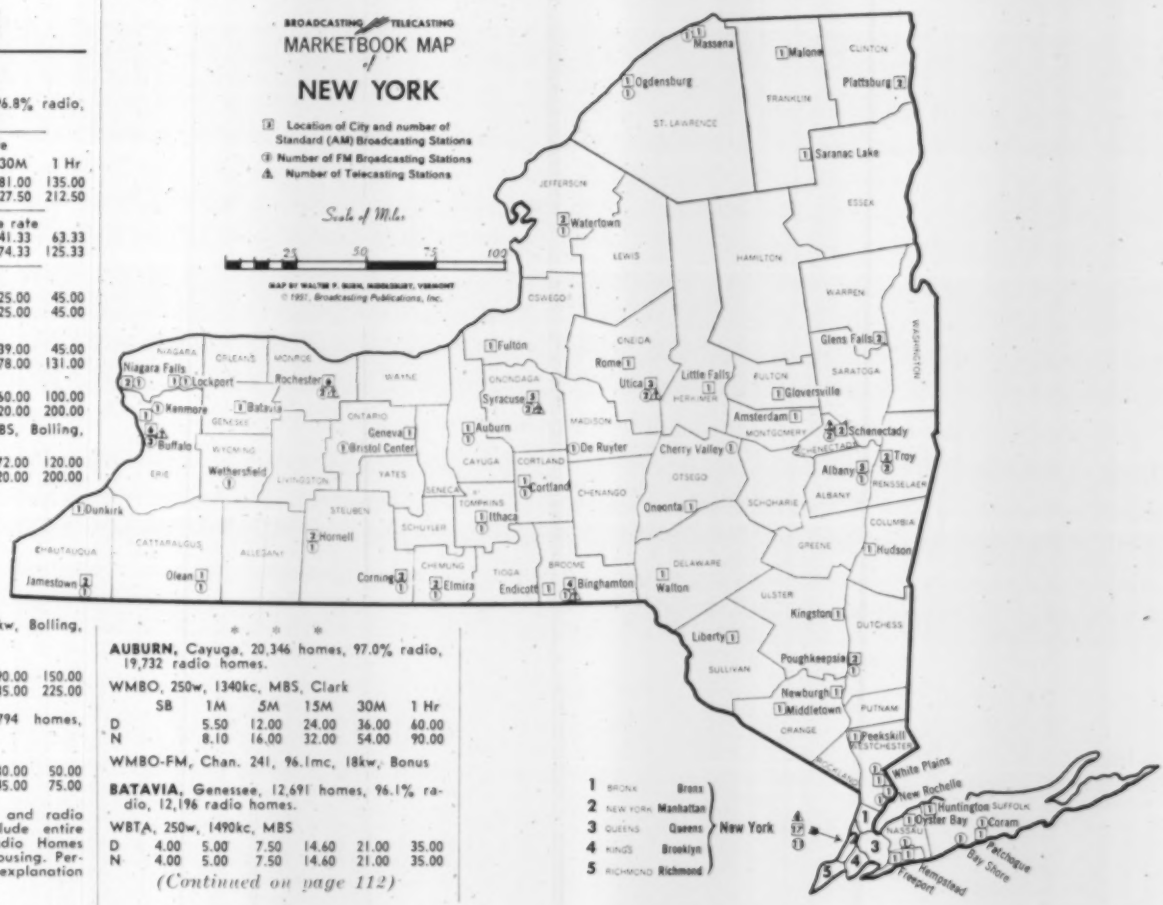
D	16.00	20.00	30.00	60.00	90.00	150.00
N	24.00	30.00	45.00	90.00	135.00	225.00

AMSTERDAM, Montgomery, 16,794 homes, 96.5% radio, 16,206 radio homes.

WCSS, 250w, 1490kc

D	3.60	5.00	10.00	20.00	30.00	50.00
N	5.00	8.00	15.00	30.00	45.00	75.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.



AUBURN, Cayuga, 20,346 homes, 97.0% radio, 19,732 radio homes.

WMBO, 250w, 1340kc, MBS, Clark

	SB	1M	5M	15M	30M	1 Hr
D		5.50	12.00	24.00	36.00	60.00
N		8.10	16.00	32.00	54.00	90.00

WMBO-FM, Chan. 241, 96.1mc, 18kw, Bonus

BATAVIA, Genessee, 12,691 homes, 96.1% radio, 12,196 radio homes.

WBTA, 250w, 1490kc, MBS

D	4.00	5.00	7.50	14.60	21.00	35.00
N	4.00	5.00	7.50	14.60	21.00	35.00

(Continued on page 112)

1950 DATA	Within 0.5 MV/M Contour	Within 0.1 MV/M Contour
AUDIENCE, 1950		
Population	439,100	563,000
In Communities	303,600	430,000
On Farms	35,500	133,000
Households	67,750	163,200
In Communities	58,810	129,600
On Farms	8,940	33,600
Radio Homes	65,100	155,600
In Communities	56,780	124,320
On Farms	8,320	31,280
RETAIL MARKET 1949, by store classes, $000		
Food Stores	54,600	120,000
General Merchandise Stores	28,440	50,700
Apparel Stores	12,630	24,920
Home Furnishings Stores	11,350	20,580
Automotive Outlets	38,000	88,100
Filling Stations	8,930	23,570
Building Mtl.-Hardware	10,630	34,220
Eating-Drinking Places	18,850	39,100
Drug Stores	4,750	9,670
All Other Stores	25,800	79,400
TOTAL RETAIL SALES	213,980	490,260
FARM MARKET, 1949		
Number of Farms	7,750	30,150
Automotive Vehicles	15,600	61,400
Cost of Feed Purchased $000	15,220	67,000
Value of Products $000	39,800	179,100

$000, expressed in thousands of dollars

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agricultural); BAB Radio Families; SRDS Consumer Markets, coordination to 1949-1950 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont

INVESTIGATE

WKOP

BINGHAMTON, N. Y.

1000 w Day, 500 w Night, 1360 kc

100% Metropolitan Coverage With a Rural "Plus"

National Representatives

BURN-SMITH COMPANY

MUTUAL

Call or Write—Now!

only with **WWSC** can you effectively penetrate the rich up-state New York and southwestern Vermont market area!!

FOR YEAR-ROUND SALES AND TESTING

LOOK AT THIS MARKET

HOOPER RADIO AUDIENCE INDEX — FALL 1950

TIME	WWSC	5 kw Net-work	50 kw Inde-pendent	10 kw Net-work	50 kw Net-work	5-1 kw Net-work	OTHERS
8:00 A.M. — 6:00 P.M. MON. THRU FRI.	51.4	1.2	4.3	7.4	29.7	3.5	2.4
6:00 P.M. — 10:00 P.M. SUN. THRU SAT.	45.4	1.6	3.1	4.7	35.5	2.4	7.2

WWSC's primary area in up-state New York and southwestern Vermont includes 167,000 people and 46,090 radio homes. Warren County (WWSC's home county) annual retail sales averages $4,464 per family—44% above national average. WWSC's "personalized" local programming means BUSINESS for YOU!

LOOK AT THESE MARKET FIGURES

Total estimated Annual Retail Sales	$171,233,000
Food Sales	21,292,000
General Merchandise	4,843,000
Automotive	14,589,000
Drug	1,653,000
Manufacturing income	41,420,000
Annual wholesale volume	45,268,000
Annual farm income	28,286,000

(Source: 1950-51 Consumer Markets)

Ask your Everett-McKinney representative for availabilities and rates.
Affiliated with American Broadcasting Company.

WWSC GLENS FALLS, NEW YORK

NEW YORK
SPOT RATE FINDER

(Continued from page 111)

BINGHAMTON, Broome, 49,772 homes, 97.0% radio, 48,279 radio homes.
4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.20	9.25	15.70	30.50	45.75	76.25
N	12.00	14.95	26.25	51.00	76.50	127.50

WENE, 250w, 1450kc, ABC, Radio Representatives (CP 5kw) (Endicott)

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WINR, 250w, 1490kc, NBC, Hollinbery (CP 1kw-D, 500w-N, 680kc)

D	8.00	10.00	14.00	28.00	42.00	70.00
N	10.00	15.00	24.00	48.00	72.00	120.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

NEWS
from Binghamton, N. Y.

ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000 WATTS

CALL RADIO REPRESENTATIVES, INC.

WKOP, 1kw-D, 500w-N, 1360kc, MBS, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D	8.00	10.20	17.00	34.00	51.00	85.00
N	10.00	16.80	28.00	56.00	84.00	140.00

WNBF, 5kw, 1290kc, CBS, Bolling

D	10.80	10.80	19.80	36.00	54.00	90.00
N	18.00	18.00	33.00	60.00	90.00	150.00

WNBF-FM, Chan. 263, 100.5mc, 12kw, Bolling, Bonus
WNBF-TV, Chan. 12, 11.7kw-aur., 12kw-vis., Bolling

D	39.00	52.00	104.00	156.00	260.00
N	48.75	65.00	130.00	195.00	325.00

BRISTOL CENTER, Ontario, 17,471 homes, 95.7% radio, 16,719 radio homes.
WVBT (FM), Chan. 236, 95.1mc, 5.3kw. Rural Radio (For rates see Rurau Radio Network listing)
BUFFALO, Erie, 235,317 homes, 98.0% radio, 230,611 radio homes.
4 AM affiliates, average 1-time rate

D	20.31	29.44	37.00	60.50	90.75	151.25
N	36.62	53.50	74.83	132.50	198.75	331.25

2 AM non-affiliates, average 1-time rate

D	10.00	17.50	37.50	62.50	89.50	142.50

WBEN, 5kw, 930kc, NBC, Petry, Pulse

D	22.00	35.00			70.00	105.00 175.00
N	50.00	65.00			136.00	204.00 340.00

WBEN-FM, Chan. 293, 106.5mc, 3kw, Petry, Bonus
WBEN-TV, Chan. 4, 10.2kw-aur.; 16.2kw-vis.; ABC, CBS, NBC, DuMont, Harrington, Righter & Parsons

D	41.25	41.25	68.75	110.00	165.00	275.00
N	82.50	82.50	137.50	220.00	330.00	550.00

WBNY, 250w, 1400kc, Young

D	7.50	15.00	35.00	45.00	65.00	105.00
N	7.50	15.00	40.00	80.00	110.00	190.00

WBNY-FM, Chan. 225, 92.9mc, 48kw, Bonus
WEBR, 5kw, 970kc, MBS, Katz, Pulse

D	13.25	18.25	33.00	44.00	66.00	110.00
N	17.50	35.00	82.50	110.00	165.00	275.00

WGR, 5kw, 550kc, CBS, Free & Peters

D	28.00	32.00	42.00	56.00	84.00	140.00
N	42.50	56.00	70.00	140.00	210.00	350.00

WKBW, 50kw, 1520kc, ABC, Avery-Knodel, Pulse

D	18.00	32.50	36.00	72.00	108.00	180.00
N	37.00	58.00	72.00	144.00	216.00	360.00

WWOL, 1kw-D, 1120kc, Forjoe

D	12.50	20.00	40.00	80.00	114.00	180.00

WWOL-FM, Chan. 281, 104.1mc, 7.7kw, Bonus
CHERRY VALLEY, Otsego, 15,612 homes, 93.6% radio, 14,613 radio homes.
WVCV (FM), Chan. 270, 101.9mc, 5.4kw, Rural Radio (For rates see Rural Radio Network listing)
CORAM, Suffolk, 97,632 homes, 97.2% radio, 94,898 radio homes.
WFSS (FM), Chan. 278, 97.5mc, 15kw (CP) (No rates available)
CORNING, Steuben, 25,861 homes, 94.2% radio, 24,361 radio homes.
WCBA, 1kw, 1350kc, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.00	24.00	36.00	60.00
N	7.50	7.50	12.00	24.00	36.00	60.00

WCLI, 250w, 1450kc, ABC

D	6.00	6.00	10.00	20.00	30.00	50.00
N	7.50	7.50	14.00	21.00	42.00	70.00

WCLI-FM, Chan. 291, 106.1mc, 4.2kw, Walker, Bonus
CORTLAND, Cortland, 10,317 homes, 96.9% radio, 9,997 radio homes.
WKRT, 1kw-D, 500w-N, 920kc

D	9.00	12.00	24.00	36.00	60.00	
N	9.00	12.00	24.00	36.00	60.00	

WKRT-FM, Chan. 260, 99.9mc, 15kw, McGillvra, Bonus
DE RUYTER, Madison, 14,296 homes, 94.5% radio, 13,510 radio homes.
WVCN (FM), Chan. 286, 105.1mc, 5.3kw, Rural Radio (For rates see Rural Radio Network listing)
DUNKIRK, Chautaugua, 41,691 homes, 97.1% radio, 40,482 radio homes.
WFCB, 500w, 1410kc

D	4.00	8.00	16.00	24.00	40.00	
N	5.00	11.00	22.00	33.00	55.00	

ELMIRA, Chemung, 23,691 homes, 96.4% radio, 22,838 radio homes.
2 AM affiliates, average 1-time rate

D	7.00	7.50	13.00	26.00	39.00	65.00
N	8.00	8.50	17.00	34.00	51.00	85.00

WELM, 250w, 1400kc, CBS, Walker, Conlan

D	7.00	7.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WENY, 250w, 1230kc, NBC, MBS, McKinney

D	8.00	14.00	28.00	42.00	70.00	
N	9.00	18.00	36.00	54.00	90.00	

ENDICOTT, Broome, 49,772 homes, 97.0% radio, 48,279 radio homes.
WENE, 5kw, 1430kc, ABC, Radio Reps, BMB

D	7.50	7.50	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

FREEPORT, Nassau, 185,861 homes, 98.4% radio, 182,887 radio homes.
WGBB, 100w, 1240kc

D	5.00	8.00	10.00	20.00	37.50	70.00
N	5.00	8.00	10.00	20.00	37.50	70.00

FULTON, Oswego, 22,302 homes, 94.8% radio, 21,142 radio homes.
WOSC, 1kw-D, 1300kc, Devney, LBS

D	5.00	6.00	12.00	24.00	36.00	60.00

GENEVA, Ontario, 17,471 homes, 95.7% radio, 16,719 radio homes.
WGVA, 250w, 1240kc, ABC, Cooke, BMB

D	7.00	8.00	16.00	32.00	48.00	80.00
N	8.00	8.00	16.00	32.00	48.00	80.00

GLENS FALLS, Warren, 13,719 homes, 95.5% radio, 13,102 radio homes.
WWSC, 250w, 1450kc, ABC, McKinney

	SB	1M	5M	15M	30M	1 Hr
D	7.00	8.75	10.00	21.25	37.50	62.50
N	8.00	10.00	12.00	26.25	45.00	75.00

GLOVERSVILLE, Fulton, 17,079 homes, 95.9% radio, 16,379 radio homes.
WENT, 250w, 1340kc, CBS, McGillvra

D	5.00	10.00	20.00	30.00	50.00	
N	8.00	15.00	30.00	45.00	75.00	

HEMPSTEAD, Nassau, 185,861 homes, 98.4% radio, 182,887 radio homes.
WHLI, 250w-D, 1100kc, Conlan, Pulse, BMB

D	12.00	20.00	32.00	48.00	80.00	

WHLI-FM, Chan. 252, 98.3mc, 1kw, Bonus
HORNELL, Steuben, 25,861 homes, 94.2% radio, 24,361 radio homes.
WLEA, 1kw-D, 1480kc (CP) (No rates available)
WWHG, 1kw-D, 1320kc, McGillvra

D	7.50	12.00	18.00	24.00	36.00	60.00

WWHG-FM, Chan. 287, 105.3mc, 8.3kw, Bonus
HUDSON, Columbia, 14,299 homes, 96.6% radio, 13,813 radio homes.
WHUC, 250w, 1230kc

D	1.75	3.45	8.65	17.25	28.75	51.75
N	3.45	5.20	11.50	20.15	31.00	57.50

HUNTINGTON, Suffolk, 97,632 homes, 97.2% radio, 94,898 radio homes.
WGSM, 1kw-D, 740kc

D	13.00	13.00	20.00	40.00	60.00	100.00

ITHACA, Tompkins, 14,714 homes, 95.7% radio, 14,081 radio homes.
WHCU, 1kw, 870kc, CBS, Conlan

D	6.00	9.00	15.00	30.00	45.00	75.00
N	6.00	9.00	25.00	50.00	75.00	125.00

WHCU-FM, Chan. 247, 97.3mc, 40kw (Rates on request)
JAMESTOWN, Chautaugua, 41,691 homes, 97.1% radio, 40,482 radio homes.
2 AM affiliates, average 1-time rate

D	5.85	7.25	11.50	23.00	34.50	57.50
N	7.25	8.90	14.65	29.30	43.95	73.25

WJOC, 250w, 1340kc, MBS, McGillvra

D	5.20	6.50	11.00	22.00	33.00	55.00
N	6.50	7.80	14.30	28.60	42.90	71.50

WJTN, 250w, 1240kc, ABC, Rambeau, Conlan

D	6.50	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	15.00	30.00	45.00	75.00

WJTN-FM, Chan. 227, 93.3mc, 9.5kw, Rambeau, Bonus
KENMORE, Erie, 235,317 homes, 98.0% radio, 230,611 radio homes.
WXRA, 1kw-D, 1080kc, Rambeau (Buffalo)

D	9.00	20.00	40.00	60.00	100.00	
N	9.00	20.00	40.00	60.00	100.00	

WGSM
Exclusively Covers the
WORLD'S GREATEST SUBURBAN MARKET

THE SINGLE ADVERTISING MEDIUM SUPPLYING
INTENSIVE COVERAGE
of
NASSAU — SUFFOLK Counties N. Y.

. . . where a million people spend a billion dollars annually
. . . where there are more retail sales than in any one of 14 states
. . . where New York City is moving

BONUS COVERAGE:
Remainder of "The Golden Ring Around New York"

1000 watts 740 kc
WGSM from Huntington, N. Y.
at the best spot on the N. Y. radio dial

MARKET INDICATORS FOR NEW YORK

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	14,830,192	'50	13,479,142	'40
% of U. S.	9.8%	'50	10.42%	'40
Homes	4,177,368	'50	3,544,098	'40
Percent Radio	96.8%	'50	95.5%	'40
Radio Homes	4,043,692	'50	3,385,620	'40
Retail Sales	$16,064,939,000	'50	14,579,879,000	'48
Retail Trade Employes	760,587	'48	587,180	'39
Wholesale Sales Volume	$41,764,878,000	'48	14,508,500,000	'39
Wholesale Trade Employes	381,395	'48	300,324	'39
Manufacturing Employment (Mid-March)			1,905,247	'47
Manufacturing Taxable Payrolls (1st Quarter)			$1,349,563,000	'47
Income	$26,340,000,000	'49	11,830,000,000	'40
Percent distribution	13.33%	'49	15.60%	'40
Per Capita Income	$ 1,758	'49	863	'40
Percent of national per capita income	132%	'49	150%	'40
New Construction (Private)	$1,575,100,000	'50	495,400,000	'39
Residential	$1,006,800,000	'50	320,100,000	'39
Non-Residential	$ 255,400,000	'50	113,000,000	'39
Automobile Registration	3,735,113	'50	3,195,072	'48
Telephones	5,490,700	'50	3,359,300	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

WXRC (FM), Chan. 277, 103.3mc, 4.6kw, Rambeau, Bonus

KINGSTON, Ulster, 33,094 homes, 94.6% radio, 31,307 radio homes.
WKNY, 250w, 1490kc, MBS, Meeker, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	7.00	12.00	24.00	36.00	60.00

LIBERTY, Sullivan, 32,797 homes, 94.2% radio, 30,895 radio homes.
WVOS, 250w, 1240kc, LBS

D	5.00	6.75	8.25	15.50	30.00
N	6.00	7.25	9.25	17.50	34.00

LOCKPORT, Niagara, 50,810 homes, 96.8% radio, 49,184 radio homes.
WUSJ, 250w, 1340kc

D	3.50	6.50	11.00	20.00	30.00	50.00
N	3.50	6.50	11.00	20.00	30.00	50.00

WUSJ-FM, Chan. 257, 99.3mc, 0.8kw, Bonus

MALONE, Franklin, 12,545 homes, 93.8% radio, 11,767 radio homes.
WICY, 250w, 1490kc, MBS

D	3.00	5.00	10.00	12.00	18.00	30.00
N	6.00	8.00	15.00	16.00	24.00	40.00

MASSENA, St. Lawrence, 26,827 homes, 92.6% radio, 24,842 radio homes.
WMSA, 250w, 1340kc, ABC, Weed

D	2.00	4.00	7.00	14.00	24.00	40.00
N	2.50	5.00	10.00	20.00	30.00	50.00

WMSA-FM, Chan. 287, 105.3mc, 13kw
(No rates available)

MIDDLETOWN, Orange, 45,972 homes, 95.7% radio, 43,995 radio homes.
WALL, 250w, 1340kc, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

NEWBURG, Orange, 45,972 homes, 95.7% radio, 43,995 radio homes.
WGNY, 1kw-D, 1220kc, BMB

D	6.00	8.00	14.00	28.00	42.00	70.00

NEW ROCHELLE, Westchester, 168,774 homes, 98.0% radio, 165,399 radio homes.
WGNR, 500w-D, 1460kc

D	7.50	10.00	18.00	36.00	54.00	90.00

WGNR-FM, Chan. 228, 93.5mc, 1kw, Bonus

BETTER COVERAGE IN THE RICH . . .

Westchester-Rockland Market

Retail Sales: $799,046,000

Radio Families: 187,465

WLNA

HIGHLAND BROADCASTING CORP.

Peekskill, N. Y.

NEW YORK, New York, 2,442,684 homes, 94.8% radio, 2,315,664 radio homes.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	95.75	114.50	129.75	259.50	389.25	648.75
N	187.50	200.00	240.00	495.00	742.50	1237.50

11 AM non-affiliates, average 1-time rate

D	20.92	28.41	50.39	103.64	163.41	276.98
N	23.87	34.60	72.12	128.00	202.92	339.72

WABD (TV), Chan. 5, 9.4kw-aur.; 14.5kw-vis., DuMont

D	131.50	325.00	412.50	660.00	990.00	1650.00
N	212.50	500.00	550.00	880.00	1320.00	2200.00

WABF(FM), Chan. 258, 99.5mc, 20kw

D	100.00
N	150.00

WBNX, 5kw, 1380kc, King, Pulse

D	18.00	32.00	45.00	80.00	141.75
N	24.00	45.00	80.00	141.75	257.25

WCBS, 50kw, 880kc, CBS, Radio Sales

D	100.00	150.00	135.00	270.00	405.00	675.00
N	200.00			540.00	810.00	1350.00

WCBS-FM, Chan. 266, 101.1mc, 5.8kw, Bonus
WCBS-TV, Chan. 2, 6.8kw-aur.; 13.7kw-vis.; CBS

D	175.00	200.00	292.50	390.00	585.00	975.00
N	675.00			1300.00	1950.00	3250.00

WEVD, 5kw, 1330kc

D	15.00	35.00	75.00	125.00	215.00	
N	25.00	65.00	115.00	200.00	300.00	

WEVD-FM, Chan. 298, 107.5mc, 20kw (CP)
WFAS, 250w, 1230kc. Headley-Reed, (see White Plains)
WFDR(FM), Chan. 282, 104.3mc, 17kw, Pulse

D	7.50	7.50	15.00	30.00	50.00	80.00
N	10.00	10.00	20.00	40.00	65.00	110.00

WGHF(FM), Chan. 270, 101.9mc, 20kw

D	3.50	7.50	14.00	25.00	33.75	60.00
N	5.00	10.00	18.75	33.75	45.00	80.00

WHOM, 5kw, 1480kc

D	10.00	17.50	45.00	75.00	137.50	250.00
N	15.00	25.00	63.00	105.00	192.50	350.00

WALK (FM), Chan. 294, 106.7mc, 10kw (CP)
WINS, 50kw-D, 10kw-N, 1010kc, Pulse

D	18.00	25.00	100.00	150.00	250.00
N	11.25	15.00	50.00	75.00	125.00

WJZ, 50kw, 770kc, ABC, ABC Spot Sales, Pulse, BMB

D	108.00	108.00	144.00	288.00	432.00	720.00
N	200.00	200.00	240.00	480.00	720.00	1200.00

WJZ-FM, Chan. 238, 95.5mc, 6kw, Bonus
WJZ-TV, Chan. 7, 14.8kw-aur.; 29.5kw-vis.; ABC

D	145.00	170.00	279.00	372.00	558.00	930.00
N	350.00	650.00	930.00	1240.00	1860.00	3100.00

WLIB, 1kw-D, 1190kc, (L-WOWO)

D	15.00	37.50	75.00	125.00	225.00

WMCA, 5kw, 570kc, Free & Peters

D	24.00	40.00	60.00	120.00	180.00	300.00
N	24.00	40.00	60.00	120.00	180.00	300.00

WMGM, 50kw, 1050kc, Radio Representatives

D	36.00	60.00	120.00	240.00	360.00	600.00
N	48.00	80.00	160.00	320.00	480.00	800.00

WMGM-FM, Chan. 262, 100.3mc, 18kw

D	5.00		30.00	45.00	75.00
N	5.00		40.00	60.00	100.00

WNBC, 50kw, 660kc, NBC, Spot Sales

D	100.00	100.00	120.00	240.00	360.00	600.00
N	200.00	200.00	240.00	480.00	720.00	1200.00

WNBC-FM, Chan. 246, 97.1mc, 1.6kw
(No data available)
WNBT (TV), Chan. 4, 4.27kw-aur.; 5.40kw-vis.; NBC

D	200.00	200.00	250.00	400.00	600.00	1000.00
N	675.00	675.00	813.00	1300.00	1950.00	3250.00

WNEW, 10kw, 1130kc, Blair, Pulse

D	60.00		200.00	300.00	500.00
N	60.00		200.00	300.00	500.00

WNYC, 1kw, 830kc, Pulse
(Does not sell time)
WNYC-FM, Chan. 230, 93.9mc, 20kw

(Continued on page 114)

Rural Radio Network

The FM *Rifle-Shot* Network

1. *A Rifle-Shot by* DAY

to reach the farm people of New York State.

- Weather Round-ups 5 times per day
- Market Reports 7 times per day
- Farm Information
- Homemaking Programs

2. *A Rifle-Shot by* NIGHT

to reach the music lovers of town and country alike.

Carrying the famous good-music programs of WQXR evenings and Sundays to a great upstate audience not reached by any other kind of radio.

FM

is Big-League

Radio in Upstate New York

Rural Radio Network

(Owned by ten major farm organizations representing over 140,000 farm families)

Write or call

Michael R. Hanna, General Manager

118 North Tigoa Street Ithaca, New York

Phone 3341

WFBL

SYRACUSE, NEW YORK

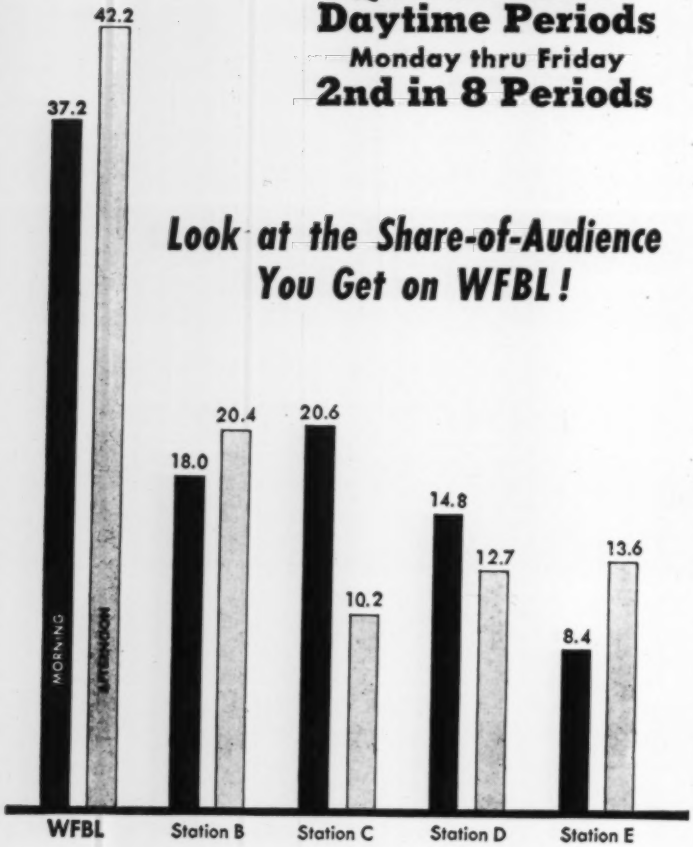
first

-in 30 of 40

Quarter Hour Daytime Periods

Monday thru Friday

2nd in 8 Periods



Look at the Share-of-Audience You Get on WFBL!

All ratings from Hooper Winter-Spring Report — December, 1950 thru April, 1951

Compare and you'll buy . . .

WFBL

• Syracuse, N. Y.

FREE & PETERS, INC. *Exclusive National Representatives*

CBS BASIC

(Continued from page 113)

NEW YORK—(Contd.)

WOR, 50kw, 710kc, MBS, BMB

	SB	1M	5M	15M	30M	1 Hr
D	75.00	100.00	120.00	240.00	360.00	600.00
N	150.00	200.00	240.00	480.00	720.00	1200.00

WOR-FM, Chan. 254, 98.7mc, 15kw

D	3.00	6.00	10.00	20.00	30.00	50.00
N	5.00	10.00	20.00	40.00	60.00	100.00

WOR-TV, Chan. 9, 11kw-aur.; 9kw-vis.

D	80.00	120.00	180.00	240.00	360.00	600.00
N	200.00	300.00	450.00	600.00	900.00	1500.00

WOV, 5kw, 1280kc, Pearson

D	25.00	25.00	45.00	90.00	150.00	250.00
N	25.00	25.00	45.00	90.00	150.00	250.00

WPIX (TV), Chan. 11, 9.25kw-aur.; 18.5kw-vis., Free & Peters

D	95.00	125.00	180.00	240.00	360.00	600.00
N	185.00	225.00	360.00	480.00	720.00	1200.00

WQXR, 10kw, 1560kc, Raymer

D	12.50	25.00	60.00	80.00	120.00	200.00
N	20.00	40.00	120.00	160.00	240.00	400.00

WQXR-FM, Chan. 242, 96.3mc, 20kw, Raymer, Bonus

WWRL, 5kw, 1600kc (Woodside)

D & N	12.00	19.00	40.00	70.00	115.00	

NIAGARA FALLS, Niagara, 50,810 homes, 96.8% radio, 49,184 radio homes.
2 AM non-affiliates, average 1-time rate

D	7.50	9.00	13.75	37.00	65.00	112.50

WHLD, 5kw, 1270kc, Headley-Reed

D	10.00	12.00	15.00	50.00	90.00	150.00
N	10.00	12.00	15.00	50.00	90.00	150.00

WHLD-FM, Chan. 253, 98.5mc, 46kw, Headley-Reed

D	3.00	4.00	8.00	15.00	25.00	40.00
N	4.00	5.00	10.00	25.00	40.00	60.00

WJJL, 1kw-D, 1440kc, Grant, Conlan

D	5.00	6.00	12.50	24.00	40.00	75.00

OGDENSBURG, St. Lawrence, 26,827 homes, 92.6% radio, 24,842 radio homes.

WSLB, 250w, 1400kc, MBS

D		5.00	10.00	20.00	30.00	40.00
N		5.00	10.00	20.00	30.00	40.00

WSLB-FM, Chan. 291, 106.1mc, 3kw

OLEAN, Cattaraugus, 21,409 homes, 96.7% radio, 20,703 radio homes.

WHDL, 250w, 1450kc, ABC, McKinney

D	6.00	12.50	10.00	20.00	30.00	50.00
N	7.00	15.00	12.00	24.00	36.00	60.00

WHDL-FM, Chan. 239, 95.7mc, 43kw, McKinney. See Rural Radio Network.

ONEONTA, Otsego, 15,612 homes, 93.6% radio, 14,613 radio homes.

WDOS, 250w, 1400kc, MBS, Radio Reps

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	18.00	32.00	48.00	80.00

OYSTER BAY, Nassau, 185,861 homes, 98.4% radio, 182,887 radio homes.

WKBS, 250w-D, 1520kc

D	5.00	8.00	15.00	32.00	48.00	80.00

PEEKSKILL, Westchester, 168,774 homes, 98.0% radio, 165,399 radio homes.

WLNA, 500w-D, 1420kc

D	5.00	7.00	12.00	24.00	36.00	60.00

PLATTSBURG, Clinton, 13,415 homes, 95.0% radio, 12,744 radio homes.
2 AM affiliates, average 1-time rate

D	3.00	5.00	11.00	18.00	27.00	45.00
N	6.00	8.00	15.00	24.00	37.50	67.50

WEAV, 1kw, 960kc, ABC, McGillvra

D		5.00	10.00	20.00	30.00	50.00
N		8.00	15.00	30.00	45.00	75.00

WIRY, 250w, 1340kc, MBS, Grant

D	3.00	5.00	12.00	16.00	24.00	40.00
N	6.00	8.00	15.00	18.00	30.00	50.00

POUGHKEEPSIE, Dutchess, 34,660 homes, 96.1% radio, 33,308 radio homes.

WEOK, 1kw-D, 1390kc, Barry, Hooper

D	8.00	10.00	16.00	32.00	48.00	80.00

WKIP, 250w, 1450kc, ABC, Conlan

D	6.00	7.00	15.00	24.00	36.00	60.00
N	7.00	8.00	18.00	28.00	42.00	70.00

WHVA(FM), Chan. 284, 104.7mc, 2.3kw (For rates see Rural Radio Network)

ROCHESTER, Monroe, 133,243 homes, 97.3% radio, 129,645 radio homes.
4 AM affiliates, average 1-time rate

D	22.00	24.25	31.25	58.75	93.75	152.50
N	38.75	42.50	55.75	107.75	163.50	270.00

2 AM non-affiliates, average 1-time rate

D	9.50	10.50	17.00	34.00	51.00	85.00

WARC, 1kw, 950kc, ABC, Raymer

D	17.00	20.00	27.00	49.00	81.00	130.00
N	30.00	35.00	45.00	85.00	130.00	215.00

WHAM, 50kw, 1180kc, NBC, Hollingbery, Hooper

D	37.00	37.00	44.00	88.00	132.00	220.00
N	65.00	65.00	88.00	176.00	264.00	440.00

WHFM(FM), Chan. 255, 98.9mc, 20kw, Hollingbery

D	3.00	3.00	6.00	12.00	18.00	30.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WHAM-TV, Chan. 6, 8.65kw-aur.; 16.7kw-vis., Hollingbery

D	56.00	56.00	95.75	150.00	225.00	375.00
N	75.00	75.00	125.00	200.00	300.00	500.00

WHEC, 5kw, 1460kc, CBS, McKinney, Hooper, BMB

D	17.00	20.00	30.00	50.00	90.00	140.00
N	30.00	35.00	50.00	90.00	140.00	225.00

WRNY, 250w-D, 680kc, Forjoe

D	4.00	6.00	10.00	20.00	30.00	50.00

WRNY-FM, Chan. 250, 97.9mc, 7.9kw, Forjoe, Bonus

WSAY, 1kw, 1370kc, Walker, Hooper

D	15.00	15.00	24.00	48.00	72.00	120.00
N	25.00	25.00	40.00	80.00	120.00	200.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WVET, 5kw, 1280kc, MBS, Balling, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	17.00	20.00	24.00	48.00	72.00	120.00
N	30.00	35.00	40.00	80.00	120.00	200.00

ROME, Oneida, 60,031 homes, 95.6% radio, 57,390 radio homes.

WKAL, 250w, 1450kc, MBS, Cooke, Hooper

D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

SARANAC LAKE, Essex, 11,695 homes, 95.4% radio, 11,157 radio homes.

WNBZ, 250w, 1450kc, ABC, Clark

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	15.00	30.00	45.00	75.00

SCHENECTADY, Schenectady, 40,191 homes, 97.4% radio, 39,146 radio homes.

WBCA (FM), Chan. 266, 101.1mc, 3.5kw

D	2.50	2.50	5.00	10.00	15.00	25.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WGY, 50kw, 810kc, NBC, Spot Sales, Hooper

D		35.00	44.00	88.00	132.00	220.00
N		70.00	88.00	176.00	264.00	440.00

WRGB(TV), Chan. 4, 9.12kw-aur.; 18.25kw-vis., NBC, Spot Sales

D	50.00	50.00	62.50	100.00	150.00	250.00
N	100.00	100.00	125.00	200.00	300.00	500.00

WSNY, 250w, 1240kc, Young

D	6.00	8.00	15.00	30.00	45.00	75.00
N	9.00	12.00	20.00	30.00	45.00	75.00

SYRACUSE, Onondaga, 91,935 homes, 97.0% radio, 89,177 radio homes.
4 AM affiliates, average 1-time rate

D	9.62	12.75	22.75	43.00	67.00	115.00
N	17.25	26.00	44.25	86.00	134.00	231.25

WAGE, 5kw-D, 1kw-N, 620kc, ABC, O. L. Taylor Co.

D	7.50	10.00	20.00	35.00	60.00	120.00
N	13.00	18.00	35.00	70.00	120.00	240.00

WFBL, 5kw, 1390kc, CBS, Free & Peters

D	10.00	15.00	25.00	45.00	70.00	110.00
N	20.00	30.00	50.00	90.00	140.00	225.00

WHEN (TV), Chan. 8, 7.5kw-aur.; 15kw-vis., ABC, CBS, DuMont

D	40.00	40.00	50.00	80.00	120.00	200.00
N	80.00	80.00	100.00	160.00	240.00	400.00

WNDR, 5kw, 1260kc, MBS, Rambeau, Hooper

D	11.00	11.00	20.00	40.00	60.00	100.00
N	16.00	16.00	40.00	80.00	120.00	200.00

WNDR-FM, Chan. 273, 102.5mc, 8.5kw, Bonus

WOLF, 250w, 1490kc, Walker

D	6.00	6.00	12.00	24.00	45.00	75.00
N	12.00	12.00	30.00	60.00	90.00	150.00

WSYR, 5kw, 570kc, NBC, Headley-Reed, Kettell-Carter

D	10.00	15.00	26.00	52.00	78.00	130.00
N	20.00	40.00	52.00	104.00	156.00	260.00

WSYR-FM, Chan. 233, 94.5mc, 10kw, Bonus

WSYR-TV, Chan. 5, 12.5kw-aur.; 23.6kw-vis., NBC, Headley-Reed

D	46.00	54.00	67.00	108.00	162.00	270.00
N	77.00	90.00	112.00	180.00	270.00	450.00

TROY, Rensselaer, 36,594 homes, 96.3% radio, 35,240 radio homes.

WFLY (FM), Chan. 222, 92.3mc, 5.4kw (Does not sell time)

WHAZ, 1kw, 1330kc

D & N			25.00	45.00	85.00	

WTRY, 5kw, 980kc, CBS, Headley-Reed, Hooper

D	16.00	20.00	30.00	60.00	90.00	150.00
N	25.00	35.00	45.00	90.00	135.00	225.00

WTRI (FM), Chan. 274, 102.7mc, 3.5kw, Headley-Reed, Bonus

UTICA, Oneida, 60,031 homes, 95.6% radio 57,390 radio homes.
2 AM affiliates, average 1-time rate

D	14.75	16.00	25.00	40.00	60.00	100.00
N	20.25	21.25	35.00	60.00	90.00	150.00

WGAT, 1kw-D 500w-N, 1310kc, Meeker

D	7.50	7.50	18.00	25.00	35.00	65.00
N	11.00	11.00	25.00	35.00	70.00	125.00

WIBX, 5kw, 950kc, CBS, Colton, Bannan, Bidick, Stovin, Hooper

D	14.50	17.00	25.00	40.00	60.00	100.00
N	20.50	22.50	35.00	60.00	90.00	150.00

WIBX-FM, Chan. 245, 96.9mc, 9kw, Bonus

WKTV(TV), Chan. 13, 11.3kw-aur.; 13kw-vis., Cooke, ABC, CBS, NBC, DuMont

D	50.00	50.00	93.75	150.00	225.00	375.00
N	65.00	65.00	68.75	110.00	165.00	220.00

WRUN, 5kw-D, 1kw-N, 1150kc, ABC, Avery-Knodel, Pulse

D	15.00	15.00	25.00	40.00	60.00	100.00
N	20.00	20.00	35.00	60.00	90.00	150.00

WRUN-FM, Chan. 289, 105.7mc, 4.3kw, Avery-Knodel

N		10.00	16.00	24.00	40.00	

WALTON, Delaware, 13,181 homes, 96.0% radio, 12,654 radio homes.

WDLA, 1kw-D, 1270kc, Deveny

D	5.00	9.10	11.20	31.15	42.00	77.00

WATERTOWN, Jefferson, 27,052 homes, 94.5% radio, 25,564 radio homes.
2 AM affiliates, average 1-time rate

D	5.00	7.00	13.00	26.00	42.00	70.00
N	8.00	11.00	22.00	44.00	66.00	110.00

WATN, 250w, 1250kc, MBS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WWNY, 1kw, 790kc, CBS, Weed, BMB

D	4.00	8.00	14.00	28.00	48.00	80.00
N	6.00	12.00	24.00	48.00	72.00	120.00

WWNY-FM, Chan. 263, 100.5mc, 14.4kw, Rural Radio, Weed

D		2.50	5.00	8.00	15.00	
N		3.75	7.50	12.00	20.00	

WETHERSFIELD, Wyoming, 9,591 homes, 94.6% radio, 9,073 radio homes.

WFNF (FM), Chan. 299, 107.7mc, 5.4kw, Rural Radio (Rural Radio listing for rates)

WHITE PLAINS, Westchester, 168,774 homes, 98.0% radio, 165,399 radio homes.

WFAS, 250w, 1230kc, Headley-Reed, Conlan

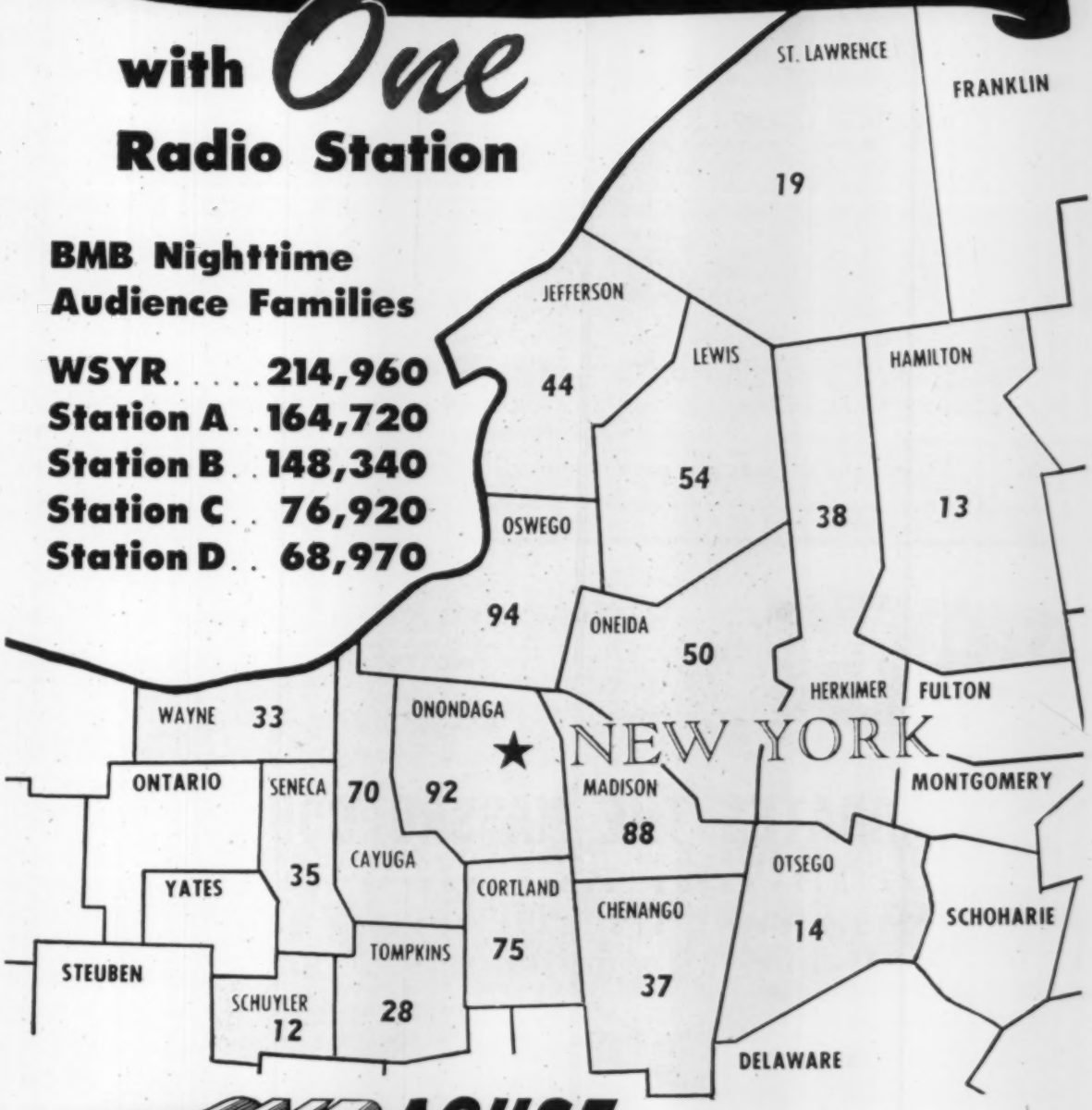
D	8.50	13.00	22.00	49.00	65.50	93.00
N	8.50	13.00	22.00	49.00	65.50	93.00

WFAS-FM, Chan. 280, 103.9mc 1kw, Headley-Reed, Bonus

You Can Cover the Rich Central New York Market with *One* Radio Station

BMB Nighttime Audience Families

WSYR	**214,960**
Station A	**164,720**
Station B	**148,340**
Station C	**76,920**
Station D	**68,970**



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WSYR ACUSE
570 KC

WSYR — AM-FM-TV — The Only Complete Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

NEW YORK RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Albany	238,211	221,315	66,994	64,850	96.8	58,594	329,688	9,082*	61,025	39,219
Allegany	43,395	39,681	12,339	11,895	96.4	9,312	35,293	11,809*	6,474	3,646
Bronx	1,444,903	1,394,711	388,729	380,177	97.8	357,134	1,012,110	115*	(1)	(1)
Broome	184,664	165,749	49,772	48,279	97.0	40,240	204,464	12,269*	60,055	40,717
Cattaraugus	77,605	72,652	21,409	20,703	96.7	17,354	80,947	17,078*	15,605	9,731
Cayuga	70,008	65,508	20,342	19,732	97.0	15,934	69,599	18,390*	16,448	10,328
Chautauqua	133,457	123,580	41,691	40,482	97.1	32,632	147,625	22,246*	36,413	23,596
Chemung	86,797	73,718	23,691	22,838	96.4	18,454	101,262	6,155*	27,833	18,473
Chenango	39,196	36,454	11,427	11,118	97.3	8,883	37,477	20,445*	6,248	3,371
Clinton	53,583	54,006	13,415	12,744	95.0	9,778	46,858	12,654*	7,309	4,430
Columbia	43,262	41,464	14,299	13,813	96.6	10,229	39,748	15,584*	6,670	3,551
Cortland	37,073	33,668	10,317	9,997	96.9	8,615	43,599	13,737*	9,144	4,987
Delaware	44,185	40,989	13,181	12,654	96.0	9,364	47,727	30,596*	6,031	3,517
Dutchess	136,814	120,542	34,660	33,308	96.1	25,690	149,824	19,162*	27,410	17,825
Erie	895,620	798,377	235,317	230,611	98.0	197,969	969,718	26,689*	265,912	185,393
Essex	34,973	34,178	11,695	11,157	95.4	7,238	28,165	4,436*	5,727	3,541
Franklin	44,834	44,286	12,545	11,767	93.8	8,954	47,717	11,184*	5,588	2,549
Fulton	50,968	48,597	17,079	16,379	95.9	13,327	53,883	3,096*	15,564	7,959
Genesee	47,607	44,481	12,691	12,196	96.1	10,745	50,451	15,253*	10,932	6,653
Greene	28,599	27,926	9,838	9,356	95.1	7,229	32,996	9,055*	3,214	1,398
Hamilton	4,051	4,188	3,048	2,838	93.1	949	3,876	49*	600	513
Herkimer	61,268	59,527	18,081	17,358	96.0	14,788	58,107	13,806*	19,536	12,704
Jefferson	85,272	84,003	27,052	25,564	94.5	20,380	96,386	21,955*	16,071	9,417
Kings	2,716,347	2,698,285	732,079	715,241	97.7	668,284	2,174,580	1,662*	(1)	(1)
Lewis	22,447	22,815	6,986	6,511	93.2	4,774	18,225	12,996*	2,595	1,718
Livingston	40,182	38,510	11,156	10,598	95.0	8,353	34,477	15,140*	5,140	3,047
Madison	46,316	39,598	14,296	13,510	94.5	9,845	47,418	20,302*	5,500	3,068
Monroe	484,877	438,230	133,243	129,645	97.3	113,483	498,984	25,036*	177,387	131,381
Montgomery	59,550	59,142	16,794	16,206	96.5	15,281	66,145	10,136*	20,749	13,507
Nassau	666,252	406,748	185,861	182,887	98.4	101,464	772,640	17,709*	80,238	52,788

(Continued on page 118)

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

the WHLI long island story

WHLI DOMINATES THE NASSAU COUNTY MARKET

— where retail sales reach nearly $2,000,000 a day
— where retail sales are more than in any of 12 States

- Among all Counties in the United States, Nassau County is **22nd** in Population, **13th** in Total Net Income, **2nd** in Net Income Per Family, **25th** in Total Retail Sales, **17th** in Food Store Sales, **25th** in Automotive Store Sales and **36th** in Drug Store Sales.

$1,686,726,000 Net Income
$ 722,640,000 Retail Sales
677,400 Population

Data Source:
Sales Management Survey of Buying Power May 1951

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
ELIAS I. GODOFSKY, President
the voice of long island

Represented By RAMBEAU

WTRY is a Market

. . . . . not a County

WTRY is the Albany-Troy-Schenectady market*:

27th in retail sales in the nation**
21st in per capita income**
31st in population***

The Albany-Troy-Schenectady market is 27th among the 43 top markets wherein over half the nation's sales are made.

WTRY rates, *one half less than Station B rates,* buy the largest audience, morning, afternoon, and evening, in the nation's 27th market.****

* Plus 8 other counties

** 1948 Business Census
*** 1950 Population Census
**** Fall-Winter Hooper, Oct. '50-Jan. '51

This is WTRY...The CBS Radio Network

980 kc 5000 watts represented by Headley-Reed

NEW YORK RADIO MARKET DATA BY COUNTIES

(Continued from page 116)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
New York	1,936,540	1,889,924	576,657	546,671	94.8	499,121	3,967,466		(1)2,979,743	(1)2,219,730
Niagara	189,986	160,110	50,810	49,184	96.8	39,742	194,837	15,822*	57,066	41,641
Oneida	222,334	203,636	60,031	57,390	95.6	48,388	233,961	27,163*	57,389	37,879
Onondaga	340,875	295,108	91,935	89,177	97.0	74,709	358,543	21,378*	108,532	72,177
Ontario	59,922	55,307	17,471	16,719	95.7	13,270	62,008	15,689*	10,232	6,223
Orange	150,583	140,113	45,972	43,995	95.7	33,337	180,329	28,880*	29,270	16,808
Orleans	29,833	27,760	9,036	8,503	94.1	7,001	27,799	14,190*	3,821	1,977
Oswego	76,974	71,275	22,302	21,142	94.8	17,284	66,851	14,594*	14,119	8,855
Otsego	50,615	46,082	15,612	14,613	93.6	11,450	55,531	21,879*	6,086	2,956
Putnam	19,301	16,555	10,126	9,761	96.4	3,959	26,158	2,832*	1,627	884
Queens	1,546,294	1,297,634	445,595	439,357	98.6	344,736	1,350,124	3,252*	(1)	(1)
Rensselaer	131,666	121,834	36,594	35,240	96.3	31,911	140,380	10,900*	29,329	17,783
Richmond	191,015	174,441	50,470	49,006	97.1	40,836	144,480	1,288*	(1)	(1)
Rockland	89,009	74,261	22,819	22,066	96.7	15,033	72,277	3,772*	13,881	8,977
St. Lawrence	97,724	91,098	26,827	24,842	92.6	19,413	86,948	28,001*	10,943	6,132
Saratoga	74,964	65,606	23,027	21,991	95.5	16,508	67,409	7,576*	11,857	6,787
Schenectady	142,650	122,494	40,191	39,146	97.4	33,534	168,827	3,179*	57,904	45,828
Schoharie	22,830	20,812	6,912	6,373	92.2	5,003	22,374	13,353*	2,010	997
Schuyler	14,154	12,979	4,565	4,255	93.2	3,146	12,861	3,633*	1,888	1,133
Seneca	29,211	25,732	8,377	7,891	94.2	5,399	20,285	6,400*	3,340	1,972
Steuben	91,424	84,927	25,861	24,361	94.2	20,031	85,742	19,757*	18,829	17,792
Suffolk	272,359	197,355	97,632	94,898	97.2	43,682	289,570	50,907*	25,187	14,054
Sullivan	40,600	37,901	32,797	30,895	94.2	9,224	66,009	11,507*	5,232	2,695
Tioga	30,087	27,072	8,561	7,927	92.6	6,545	27,043	10,814*	5,333	2,714
Tompkins	59,186	42,340	14,714	14,081	95.7	11,087	58,656	9,537*	11,687	7,105
Ulster	92,662	87,017	33,094	31,307	94.6	22,088	99,914	20,459*	15,442	8,089
Warren	39,033	36,035	13,719	13,102	95.5	9,044	61,339	1,598*	11,034	6,886
Washington	47,064	46,726	13,574	12,665	93.3	10,592	35,551	15,516*	6,834	3,889
Wayne	56,879	52,747	17,331	16,447	94.9	13,131	55,737	20,250*	6,928	3,947
Westchester	622,983	573,558	168,774	165,399	98.0	139,523	726,769	5,292*	115,464	76,768
Wyoming	32,758	31,394	9,591	9,073	94.6	7,339	29,239	15,346*	4,807	2,472
Yates	17,614	16,381	6,364	5,989	94.1	4,272	20,033	6,690*	2,266	1,136

(1) Includes Bronx, Kings, New York, Queens and Richmond Counties: *(000).

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

NORTH CAROLINA

SPOT RATE FINDER

AHOSKI, Hertford, 4,677 homes, 84.8% radio, 3,966 radio homes.
WRCS, 1kw, 970kc, Dodson

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

ALBEMARLE, Stanly, 9,568 homes, 91.9% radio, 8,793 radio homes.
WABZ, 1kw-D, 1010kc

D	3.00	5.00	10.00	20.00	30.00	50.00

ASHEBORO, Randolph, 12,897 homes, 90.1% radio, 11,620 radio homes.
WGWR, 1kw-D, 1260kc, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00

WGWR-FM, Chan. 222, 92.3mc, 10kw, Bonus daytime only.

N	5.00	5.00	10.00	20.00	30.00	50.00

ASHEVILLE, Buncombe, 33,346 homes, 89.8% radio, 29,945 radio homes.
3 AM affiliates, average 1-time rate

D	7.75	7.17	12.33	22.50	36.33	60.67
N	11.75	10.50	18.00	39.00	61.00	101.67

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

WISE, 250w, 1230kc, NBC, Keller

	SB	1M	5M	15M	30M	1 Hr
D		6.00	10.00	18.00	28.00	47.00
N		8.00	16.00	32.00	48.00	80.00

WLOS, 5kw-D, 1kw-N, 1380kc, ABC, Taylor, Keenan & Eickleberg

D	7.00	7.00	12.00	22.00	36.00	60.00
N	10.00	10.00	18.00	40.00	60.00	100.00

WLOS-FM, Chan. 282, 104.3mc, 92kw, Bonus
WSKY, 250w, 1490kc, Rambeau

D		5.00	8.00	16.50	22.00	36.00
N		6.00	11.00	24.00	36.00	60.00

WWNC, 5kw, 570kc, CBS, MBS, H-R Rep. Inc., Hooper

D	8.50	8.50	15.00	27.50	45.00	75.00
N	13.50	13.50	20.00	45.00	75.00	125.00

BOONE, Watauga, 4,635 homes, 85.0% radio, 3,940 radio homes.
WATA, 250w, 1450kc, MBS

D		3.20	8.00	16.00	24.00	40.00
N		3.20	8.00	16.00	24.00	40.00

* * *

BREVARD, Transylvania, 3,976 homes, 87.4% radio, 3,475 radio homes.
WPNF, 250w, 1240kc

	SB	1M	5M	15M	30M	1 Hr
D		3.00	5.00	12.00	19.00	32.00
N		4.00	6.00	15.00	24.00	40.00

BURLINGTON, Alamance, 17,805 homes, 92.4% radio, 16,452 radio homes.
2 AM affiliates, average 1-time rate

D	4.87	6.12	12.00	23.00	36.50	61.25

WBBB, 1kw-D, 920kc, MBS, McGillvra, Grant

D	5.25	7.00	14.00	28.00	43.00	70.00

WBBB-FM, Chan. 267, 101.1mc, 34kw, McGillvra, Bonus daytime only.

N	3.00	3.50	7.00	14.00	21.00	35.00

WFNS, 1kw-D, 1150kc, LBS, Tobacco, Sears & Ayer

D	4.50	5.25	10.00	18.00	30.00	52.50

WFNS-FM, Chan. 230, 93.9mc, 2kw, Sears & Ayer, Bonus

CHARLOTTE, Mecklenburg, 45,960 homes, 89.2% radio, 40,907 radio homes.
3 AM affiliates, average 1-time rate

D	18.97	20.63	33.45	52.73	79.10	131.83
N	32.13	35.47	62.50	96.67	146.67	241.67

WAYS, 5kw-D, 1kw-N, 610kc, ABC, MBS, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	14.40	14.40	21.60	43.20	64.80	108.00
N	14.40	14.40	36.00	72.00	108.00	180.00

WAYS-FM, Chan. 299, 107.7mc, 7.7kw, Bonus
WBT, 50kw, 1110kc, CBS, Radio Sales, Hooper, BMB

D	35.00	40.00	63.75	85.00	127.50	212.50
N	70.00	80.00	127.50	170.00	255.00	425.00

WBT-FM, Chan. 260, 99.9mc, 54.6kw, Radio Sales

D	2.50	4.00	7.50	14.50	21.50	36.00
N	3.00	4.80	10.00	19.00	28.00	48.00

WBTV (TV), Chan. 3, 8.2kw-aur.; 16.3kw-vis., Radio Sales, CBS, NBC, ABC, DuMont

D	50.00	50.00	90.00	120.00	180.00	300.00
N	65.00	65.00	120.00	160.00	240.00	400.00

WGIV, 1kw-D, 1600kc, Forjoe, Hooper

D	6.00	6.00	12.00	24.00	36.00	60.00

WSOC, 250w, 1240kc, NBC, H-R Representatives, Inc., BMB

D	7.50	7.50	15.00	30.00	45.00	75.00
N	12.00	12.00	24.00	48.00	77.00	120.00

WSOC-FM, Chan. 276, 103.5mc 38kw, H-R Representatives, Inc., Bonus

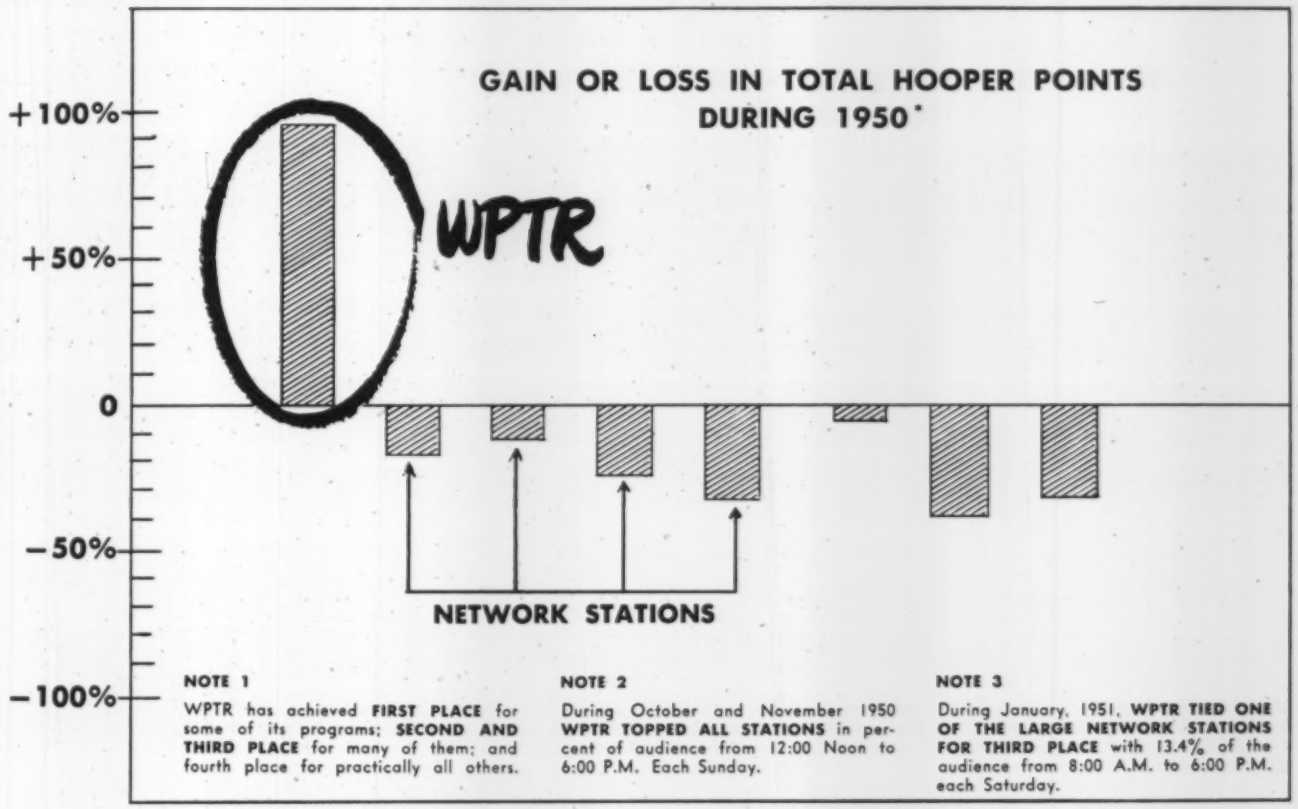
(Continued on page 120)

* * *

Audiences DO *Change Their Listening Habits*

HERE'S PROOF!!

LOOK AT THIS SIGNIFICANT TREND AMONG THE RADIO LISTENERS IN ALBANY, SCHENECTADY and TROY—



NOTE 1
WPTR has achieved **FIRST PLACE** for some of its programs; **SECOND AND THIRD PLACE** for many of them; and fourth place for practically all others.

NOTE 2
During October and November 1950 **WPTR TOPPED ALL STATIONS** in percent of audience from 12:00 Noon to 6:00 P.M. Each Sunday.

NOTE 3
During January, 1951, **WPTR TIED ONE OF THE LARGE NETWORK STATIONS FOR THIRD PLACE** with 13.4% of the audience from 8:00 A.M. to 6:00 P.M. each Saturday.

***FROM A COMPARISON OF OCTOBER 1950 THRU JANUARY 1951 HOOPER REPORT WITH PREVIOUS 1949-1950 HOOPER REPORT (Subscribed to by all Stations)**

This trend is further substantiated by the increase during 1950 in

WPTR's MAIL RESPONSE
NATIONAL GROSS BILLING
LOCAL GROSS BILLING

50,000 WATTS — **NEWS EVERY HOUR ON THE HOUR**

ALBANY - SCHENECTADY - TROY — **WPTR** — **HOTEL TEN EYCK, ALBANY, NEW YORK**

Represented Nationally by WEED & COMPANY

NORTH CAROLINA

SPOT RATE FINDER

(Continued from page 118)

CLINTON, Sampson, 11,452 homes, 81.6% radio, 9,345 radio homes.
WRRZ, 1kw-D, 880kc, ABC, Walker

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00

CONCORD, Cabarrus, 16,153 homes, 93.7% radio, 15,135 radio homes.
WEGO, 1kw-D, 1410kc, Clark

D	4.00	6.00	7.50	17.50	30.00	50.00

DUNN, Harnett, 11,104 homes, 85.9% radio, 9,538 radio homes.
WCKB, 1kw-D, 780kc

D	4.00	5.00	10.00	25.00	40.00	60.00

DURHAM, Durham, 25,321 homes, 90.1% radio, 22,814 radio homes.
2 AM affiliates, average 1-time rate

D	7.00	7.50	12.50	25.00	40.50	67.50
N	10.00	10.50	20.00	40.00	60.00	100.00

WDNC, 5kw-D, 1kw-N, 620kc, CBS, Raymer

D	10.00	10.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

WDNC-FM, Chan. 286, 105.1mc, 36kw, Raymer
(50% of AM Rates)
WSSB, 250w, 1490kc, MBS, Cooke

D	4.00	5.00	10.00	20.00	36.00	60.00
N	5.00	6.00	15.00	30.00	45.00	75.00

WTIK, 1kw-D, 500w-N, 1310kc, Pearson, Hooper

D	6.00	6.00	10.00	18.00	32.00	60.00
N	6.00	6.00	10.00	18.00	32.00	60.00

ELIZABETH CITY, Pasquotank, 6,343 homes, 86.0% radio, 5,455 radio homes.
2 AM affiliates, average 1-time rate

D	4.35	5.35	10.37	22.00	36.67	62.50
N	4.35	5.35	10.37	22.00	36.67	62.50

WCNC, 250w, 1240kc, MBS, Burn-Smith

D	4.20	5.20	8.75	20.00	37.35	65.00
N	4.20	5.20	8.75	20.00	37.35	65.00

WGAI, 1kw-D, 500w-N, 560kc, LBS

D	4.50	5.50	12.00	24.00	36.00	60.00
N	4.50	5.50	12.00	24.00	36.00	60.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

ELKIN, Surry, 12,988 homes, 88.4% radio, 11,481 radio homes.
WIFM (FM), Chan. 265, 100.9mc, 0.35kw, LBS

	SB	1M	5M	15M	30M	1 Hr
D	1.50	1.50	3.00	7.00	12.00	20.00
N	2.00	2.00	4.00	10.00	18.00	30.00

FAYETTEVILLE, Cumberland, 20,359 homes, 83.4% radio, 16,979 radio homes.
2 AM affiliates, average 1-time rate

D	3.75	4.25	8.50	20.45	33.60	54.00
N	4.50	5.00	9.00	20.95	36.60	63.00

WFAI, 250w, 1230kc

D	7.50	9.50	15.00	30.00	45.00	75.00
N	11.00	14.00	25.00	50.00	75.00	125.00

WFLB, 250w, 1490kc, ABC, Burn-Smith

D	3.00	4.00	7.00	15.00	24.00	36.00
N	4.50	5.50	8.00	16.00	30.00	54.00

WFNC, 250w, 1450kc, MBS, Walker
(CP, 5kw, 1390kc)

D	4.50	4.50	10.00	25.90	43.20	72.00
N	4.50	4.50	10.00	25.90	43.20	72.00

WFNC-FM, Chan. 251, 98.1mc, 12kw, Bonus

FOREST CITY, Rutherford, 11,614 homes, 88.7% radio, 10,302 radio homes.
WBBO, 1kw-D, 780kc

D		5.00	10.00	22.00	36.00	60.00

WBBO-FM, Chan. 227, 93.3mc, 1.5kw, Bonus daytime only.

N		2.50	5.00	11.00	18.00	30.00

FUQUAY SPRINGS, Wake, 32,386 homes, 89.9% radio, 29,115 radio homes.
WFVG, 1kw-D, 1460kc, Continental

D		6.00	12.00	27.00	45.00	75.00

GASTONIA, Gaston, 26,741 homes, 91.8% radio, 24,548 radio homes.
WGNC, 250w, 1450kc, ABC, Continental

D	3.50	3.50	5.50	15.00	25.00	45.00
N	4.00	4.00	6.50	20.00	30.00	50.00

WGNC-FM, Chan. 270, 101.9mc, 11.1kw, Bonus
WLTC, 1kw-D, 1370kc, Clark

D	3.50	5.20	10.40	20.80	31.20	52.00

GOLDSBORO, Wayne, 15,124 homes, 84.2% radio, 12,734 radio homes.
WGBR, 250w, 1400kc, ABC
(CP 1kw, 1150kc)

D	5.00	5.00	11.00	22.00	33.00	55.00
N	5.00	5.00	11.00	22.00	33.00	55.00

WEQR(FM), Chan. 277, 93.3mc, 35kw, Bonus

GREENSBORO, Guilford, 48,511 homes, 90.8% radio, 44,048 radio homes.
3 AM affiliates, average 1-time rate

D	6.75	6.83	14.33	29.00	42.67	71.67
N	10.50	10.33	20.67	41.67	63.33	105.00

WBIG, 5kw, 1470kc, CBS, Hollingbery, BMB, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

WCOG, 1kw, 1320kc, ABC, Avery-Knodel, Hooper

D	7.00	14.00	28.00	42.00	70.00	
N	10.00	20.00	40.00	60.00	100.00	

WFMY (FM), Chan. 247, 97.3mc, 33kw

D	1.50	1.50	3.10	6.25	8.75	13.75
N	2.00	2.00	4.00	8.00	12.00	20.00

WFMY-TV, Chan. 2, 0.84kw-aur.; 1.67kw-vis.; CBS, ABC, NBC, DuMont, Harrington, Righter & Parsons

D	40.00	40.00	60.00	96.00	144.00	240.00
N	65.00	65.00	100.00	160.00	240.00	400.00

WGBG, 250w, 1400kc, MBS, Burn-Smith

D	5.00	5.00	12.00	24.00	36.00	60.00
N	7.00	7.00	15.00	30.00	45.00	75.00

GREENVILLE, Pitt, 14,069 homes, 84.2% radio, 11,846 radio homes.
WGTC, 5kw, 1590kc, MBS, Pearson-Conlan

D	6.00	12.00	24.00	40.00	60.00	
N	6.00	12.00	24.00	40.00	60.00	

HENDERSON, Vance, 7,397 homes, 84.5% radio, 6,250 radio homes.
WHNC, 1kw-D, 890kc, MBS, McKinney

D	5.25	6.25	12.50	25.00	37.50	56.25

WHNC-FM, Chan. 223, 92.5mc, 10kw

D	5.25	6.25	12.50	25.00	37.50	56.25

HENDERSONVILLE, Henderson, 10,039 homes, 88.6% radio, 8,895 radio homes.
WHKP, 250w, 1450kc, MBS, Cooke

D	3.96	3.96	7.20	14.40	21.60	36.00
N	3.96	3.96	7.20	14.40	21.60	36.00

HICKORY, Catawba, 15,459 homes, 92.0% radio, 14,222 radio homes.
WHKY, 5kw-D, 1kw-N, 1290kc, ABC, LBS, Walker, Dodson

D		6.80	13.40	26.80	40.20	67.00
N		6.80	13.40	26.80	40.20	67.00

WHKY-FM, Chan. 275, 102.9mc, 210kw, Bonus
WIRC, 1kw-D, 630kc, McGillvra

D	3.50	5.00	10.00	20.00	30.00	50.00

HIGH POINT, Guilford, 48,511 homes, 90.8% radio, 44,048 radio homes.
WHPE, 1kw-D, 1070kc

D	3.75	4.50	12.00	24.00	36.00	60.00

WHPE-FM, Chan. 238, 95.5mc, 37kw, Bonus days only.

N	1.88	2.25	6.00	12.00	18.00	30.00

WMFR, 250w, 1230kc, ABC, Burn-Smith, Conlan

D	4.00	4.00	12.00	24.00	36.00	60.00
N	4.00	4.00	12.00	24.00	36.00	60.00

WMFR-FM, Chan. 258, 99.5mc, 38kw, Burn-Smith, Bonus.

JACKSONVILLE, Onslaw, 8,114 homes, 84.0% radio, 6,816 radio homes.
WJNC, 250w, 1240kc, MBS, Crossley

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	9.00	18.00	27.00	45.00
N	4.50	4.50	9.00	18.00	27.00	45.00

KANNAPOLIS, Cabarrus, 16,153 homes, 93.7% radio, 15,135 radio homes.
WGTL, 1kw-D, 870kc

D	2.94	4.20	8.40	16.80	29.40	42.00
N	4.20	6.00	12.00	24.00	42.00	60.00

KINSTON, Lenoir, 10,631 homes, 85.5% radio, 9,090 radio homes.
2 AM affiliates, average 1-time rate

D	4.25	4.75	9.50	17.50	27.50	45.00

WELS, 1kw-D, 1010kc, MBS, Devney

D	3.50	4.50	9.00	15.00	25.00	40.00

WFTC, 250w, 1230kc, ABC, Burn-Smith

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

LAURINSBURG, Scotland, 5,876 homes, 81.8% radio, 4,807 radio homes.
WEWO, 1kw-D, 1080kc, BMB

D	5.00	5.00	10.00	25.00	40.00	60.00

WEWO-FM (Night)

N	5.00	5.00	10.00	25.00	40.00	60.00

LEAKSVILLE, Rockingham, 16,385 homes, 90.1% radio, 14,763 radio homes.
WLOE, 250w, 1490kc, MBS

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

WLOE-FM, Chan. 224, 92.7mc, 0.82kw Bonus

LENOIR, Caldwell, 10,272 homes, 88.1% radio, 9,050 radio homes.
WJRI, 250w, 1340 kc, MBS

D	4.00	4.00	9.00	18.00	30.00	50.00
N	4.00	4.00	9.00	18.00	30.00	50.00

LEXINGTON, Davidson, 15,527 homes, 91.0% radio, 14,130 radio homes.
WBUY, 250w 1450kc, Continental, LBS

D	2.80	4.00	8.00	16.00	24.00	40.00
N	3.75	5.00	10.00	20.00	30.00	50.00

WBUY-FM, Chan. 232, 94.3mc, 305w, Bonus

LUMBERTON, Robeson, 18,670 homes, 82.6% radio, 15,421 radio homes.
WTSB, 250w, 1340kc, MBS, KBS, Continental

D		5.00	11.00	22.00	33.00	55.00
N		5.00	11.00	22.00	33.00	55.00

MAYODAN, Rockingham, 16,385 homes, 90.1% radio, 14,763 radio homes.
WFMB(FM) Chan. 228, 93.5mc, 0.38 kw, LBS

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

(Continued on page 122)

IN

NORTH CAROLINA

WSJS DELIVERS

A 15-COUNTY MARKET
with
$531,621,000* RETAIL SALES

* Sales Management 1951
Survey of Buying Power

MORE VALUE
FOR YOUR
ADVERTISING DOLLAR

WSJS
The Journal Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate
Represented by HEADLEY-REED CO.

"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

25 Years

Serving the Richest And Most Populous Area in the Southeast

1926 - 1951

Gilbert M. Hutchison
President

C B S
Affiliate

Represented by Hollingbery

5000 Watts **1470 KC**

NORTH CAROLINA

SPOT RATE FINDER

(Continued on page 120)

MARION, McDowell, 6,270 homes, 87.0% radio, 5,455 radio homes.

WBRM, 1kw-D, 1250 kc

	SB	1M	5M	15M	30M	1 Hr
D		3.60	7.80	18.00	28.80	48.00

MONROE, Union, 9,747 homes, 86.5% radio, 8,431 radio homes.

WMAP, 250w-D, 1060kc, LBS, Continental

D	2.50	3.35	5.00	10.00	18.00	30.00

MOORESVILLE, Iredell, 14,159 homes, 88.8% radio, 12,573 radio homes.

WHIP, 1kw-D, 1350kc, KBS

D	4.00	6.00	7.50	15.00	27.50	50.00

MOREHEAD CITY, Carteret, 6,281 homes, 83.8% radio, 5,263 radio homes.

WMBL, 1kw-D, 740kc, McGillvra

D	4.50	4.50	15.35	28.10	42.45	70.40

MORGANTON, Burke, 10,346 homes, 90.0% radio, 9,311 radio homes.

WMNC, 250w, 1490 kc, MBS

D	3.00	4.00	6.00	12.00	18.00	30.00
N	3.00	4.00	6.00	12.00	18.00	30.00

MOUNT AIRY, 12,988 homes, 88.4% radio, 11,481 radio homes.

WPAQ, 1kw-D, 740kc, Clark

D	2.00	6.30	12.00	24.00	36.00	60.00

NEW BERN, Craven, 11,310 homes, 81.2% radio, 9,184 radio homes.

WHIT, 250w, 1450kc, MBS, Pearson

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

NEWTON, Catawba, 15,459 homes, 92.0% radio, 14,222 radio homes.

WNNC, 250w, 1230kc, MBS, Continental

D	2.00	3.50	5.50	15.00	25.00	45.00
N	2.50	4.00	6.50	20.00	30.00	50.00

NORTH WILKESBORO, Wilkes, 10,664 homes, 82.8% radio, 8,830 radio homes.

WKBC, 1kw-D, 810kc, BMB

D		6.40	14.00	22.00	36.00	60.00

OXFORD, Granville, 6,724 homes, 83.1% radio, 5,588 radio homes.

WOXF, 250w, 1340 kc

D	0.75	3.50	8.00	15.00	20.00	32.00
N	0.75	6.00	10.00	20.00	32.00	48.00

RALEIGH, Wake, 32,386 homes, 89.9% radio, 29,115 radio homes.

3 AM affiliates, average 1-time rate

D	12.92	14.58	20.50	39.33	59.00	96.67
N	21.83	25.17	34.67	65.00	99.00	164.00

WNAO, 10kw-D, 5kw-N, 850kc, ABC, Weed

D	8.75	8.75	14.00	28.00	42.00	70.00
N	12.50	12.50	20.00	40.00	60.00	100.00

WNAO-FM, Chan. 241, 96.1mc, 25kw, Weed, Bonus.

WPTF, 50kw, 680kc, NBC, Free & Peters, BMB, Hooper

D	25.00	30.00	37.50	70.00	105.00	175.00
N	45.00	55.00	70.00	128.00	192.00	320.00

WPTF-FM, Chan. 234, 94.7mc, 15kw, Bonus

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

WRAL, 250w, 1240kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	45.00
N	8.00	8.00	14.00	27.00	45.00	72.00

WRAL-FM, Chan. 268, 101.5mc, 54kw, Bonus

REIDSVILLE, Rockingham, 16,385 homes, 90.1% radio, 14,763 radio homes.

WFRC, 1kw, 1600kc

D	4.00	6.00	10.00	25.00	40.00	75.00
N	4.00	6.00	10.00	25.00	40.00	75.00

WREV, 250w-D, 1220kc, LBS, Devney

D		6.00	8.25	20.00	35.00	65.00
N		6.00	8.25	20.00	35.00	65.00

WREV(FM), Chan. 271, 102.1mc, 1.6kw, LBS, Devney

D		6.00	8.25	20.00	35.00	65.00
N		6.00	8.25	20.00	35.00	65.00

ROANOKE RAPIDS, Halifax, 12,901 homes, 83.4% radio, 10,759 radio homes.

WCBT, 250w, 1230kc, MBS, KBS

D		4.20	8.75	20.00	37.35	65.00
N		4.20	8.75	20.00	37.35	65.00

WCBT-FM, Chan. 254, 98.5mc, 16kw, Bonus.

ROCKINGHAM, Richmond, 9,605 homes, 86.6% radio, 8,318 radio homes.

WAYN, 1kw-D, 900kc

D	4.00	6.00	7.50	15.00	27.50	50.00

ROCKY MOUNT, Nash, 13,257 homes, 84.5% radio, 11,202 radio homes.

2 AM affiliates, average 1-time rate

D	5.00	8.00	14.00	24.50	40.00	65.00

WCEC, 1kw-D, 810kc, LBS, KBS, Ra-Tel

D		6.00	12.00	27.00	45.00	75.00

WEED, 1kw, 1390kc, ABC

D	5.00	10.00	16.00	22.00	35.00	55.00
N	7.00	15.00	20.00	30.00	50.00	75.00

WEED-FM, Chan, 221, 92.1mc Bonus

WFMA(FM), Chan. 264, 100.7mc, 33kw, CBS, LBS

D		4.00	8.00	18.00	30.00	50.00
N		4.00	8.00	18.00	30.00	50.00

ROXBORO, Person, 5,562 homes, 84.2% radio, 4,683 radio homes.

WRXO, 1kw-D, 1430kc, LBS

D		6.50	17.50	30.00	52.50	93.75

SALISBURY, Rowan, 19,357 homes, 92.9% radio, 17,983 radio homes.

WSAT, 1kw, 1280kc, Dodson

D	7.50	7.50	15.00	30.00	45.00	75.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WSTP, 250w, 1490kc, MBS, Burn-Smith, Crossley

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WSTP-FM, Chan. 293, 106.5mc, 20kw

Bonus all AM programs. Individual FM rates on request.

SANFORD, Lee, 5,561 homes, 89.5% radio, 4,977 radio homes.

WSNS(FM), Chan. 276, 103.1mc, 0.33kw

D	2.25	2.25	4.00	10.00	16.00	24.00
N	2.75	2.75	4.50	12.00	18.00	30.00

WWGP, 1kw-D, 1050kc

D		6.00	12.00	25.50	39.00	65.00

WWGP-FM, Chan. 288, 105.5mc (No data available)

SHELBY, Cleveland, 15,151 homes, 87.6% radio, 13,272 radio homes.

WOHS, 250w-D, 730kc, MBS

D	5.00	5.00	10.00	20.00	30.00	50.00

WOHS-FM, Chan. 241, 96.1mc, 2.6kw, Bonus daytime only.

N	2.50	2.50	5.00	10.00	15.00	25.00

SMITHFIELD, Johnston, 15,607 homes, 84.9% radio, 13,250 radio homes.

WMPM, 1kw-D, 1270kc

D	3.20	4.50	10.50	20.00	33.00	50.00

STATESVILLE, Iredell, 14,159 homes, 88.8% radio, 12,573 radio homes.

* * *

MARKET INDICATORS FOR NORTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	4,061,929	'50	3,571,623	'40
% of U. S.	2.7%	'50	2.71%	'40
Homes	983,068	'50	764,144	'40
Percent Radio	87.1%	'50	61.8%	'40
Radio Homes	856,252	'50	471,863	'40
Retail Sales	$2,623,684,000	'50	2,223,378,000	'48
Retail Trade Employes	130,257	'48	85,147	'39
Wholesale Sales Volume	$3,073,911,000	'48	831,300,000	'39
Wholesale Trade Employes	42,367	'48	43,972	'39
Manufacturing Employment (Mid-March)			382,819	'47
Manufacturing Taxable Payrolls (1st Quarter)			$181,574,000	'47
Income	$3,349,000,000	'49	1,131,000,000	'40
Percent distribution	1.70%	'49	1.49%	'40
Per Capita Income	$ 854	'49	316	'40
Percent of national per capita income	64%	'49	55%	'40
New Construction (Private)	$ 215,400,000	'47	67,700,000	'39
Residential	$ 108,500,000	'47	35,900,000	'39
Non-Residential	$ 60,900,000	'48	15,700,000	'39
Automobile Registration	1,056,309	'50	848,357	'48
Telephones	539,200	'50	283,100	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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WSIC, 250w, 1400kc, MBS, Continental

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WSIC-FM, Chan. 289, 105.7mc, 2.4kw, Bonus

TARBORO, Edgecombe, 11,561 homes, 84.5% radio, 9,769 radio homes.

WCPS, 1kw-D, 760kc

D	3.50	5.00	10.00	18.00	35.00	65.00

THOMASVILLE, Davidson, 15,527 homes, 91.0% radio, 14,130 radio homes.

WTNC, 1kw-D, 790kc

D	4.75	4.75	10.00	14.00	36.00	48.00

WTNC-FM, Chan. 252, 98.3mc, 450, Bonus daytime only.

N	2.50	2.50	5.00	7.00	18.00	24.00

WADESBORO, Anson, 6,277 homes, 83.8% radio, 5,260 radio homes.

WADE, 1kw-D, 1210kc

D	3.00	4.00	8.00	15.00	27.50	50.00

WASHINGTON, Beaufort, 9,531 homes, 82.2% radio, 7,834 radio homes.

WHED, 250w, 1340kc

D	4.00	4.00	10.00	20.00	30.00	50.00
N	4.00	4.00	10.00	20.00	30.00	50.00

WRRF, 5kw-D, 930kc, ABC, Walker

D	8.00	8.00	15.00	30.00	45.00	75.00
N	8.00	8.00	15.00	30.00	45.00	75.00

WAYNESVILLE, Haywood, 9,903 homes, 86.6% radio, 8,576 radio homes.

WHCC, 250w, 1400kc, MBS

D	1.90	2.40	8.00	15.00	20.00	40.00
N	1.90	2.40	8.00	15.00	20.00	40.00

WHITEVILLE, Columbus, 11,709 homes, 82.6% radio, 9,672 radio homes.

WENC, 250w, 1240kc, MBS, Clark

D	3.50	4.50	7.50	12.50	20.00	35.00
N	3.50	4.50	7.50	12.50	20.00	35.00

WILLIAMSTON, Martin, 5,871 homes, 82.2% radio, 4,826 radio homes.

WIAM, 1kw-D, 900kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	15.00	20.00	30.00	50.00

WILMINGTON, New Hanover, 19,429 homes, 86.4% radio, 16,787 radio homes.

2 AM affiliates, average 1-time rate

D	5.25	7.50	13.75	23.00	31.00	51.75
N	6.80	9.05	15.15	25.80	34.50	55.25

WGNI, 250w, 1340kc, MBS, Pearson, Conlan, BMB

D	4.50	9.00	13.50	18.00	27.00	40.50
N	4.50	9.00	13.50	18.00	27.00	40.50

WMFD, 1kw, 630kc, ABC, Burn-Smith

D	6.00	6.00	14.00	28.00	35.00	63.00
N	9.10	9.10	16.80	33.60	42.00	70.00

WMFD-FM, Chan. 242, 96.3mc, 11kw, Bonus

WILSON, Wilson, 12,400 homes, 84.1% radio, 10,428 radio homes.

WGTM, 5kw, 590kc, CBS

D	8.50	8.50	15.00	30.00	45.00	75.00
N	10.00	10.00	25.00	50.00	75.00	100.00

WVOT, 1kw-D, 500w-N, 1420kc

D	6.00	6.00	10.00	16.50	30.00	50.00
N	7.00	7.00	15.00	25.00	40.00	65.00

WINSTON-SALEM, Forsyth, 38,401 homes, 89.8% radio, 34,484 radio homes.

3 AM affiliates, average 1-time rate

D	7.33	7.33	14.00	28.33	45.00	76.67
N	10.67	10.67	20.67	41.67	63.33	106.67

WAAA, 1kw-D, 980kc, Forjoe

D	6.00	6.00	10.00	25.00	35.00	60.00

WAIR, 250w, 1340kc, ABC, Walker, Conlan

D	6.00	6.00	10.00	20.00	40.00	70.00
N	8.00	8.00	15.00	30.00	45.00	80.00

WAIR-FM, Chan. 226, 93.1mc, 34kw, Walker, Bonus

WSJS, 5kw, 600kc, NBC, Headley-Reed

D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

WSJS-FM, Chan. 281, 104.1mc, 48kw, Headley-Reed, Bonus

WTOB, 1kw, 1380kc, CBS-MBS, Taylor

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

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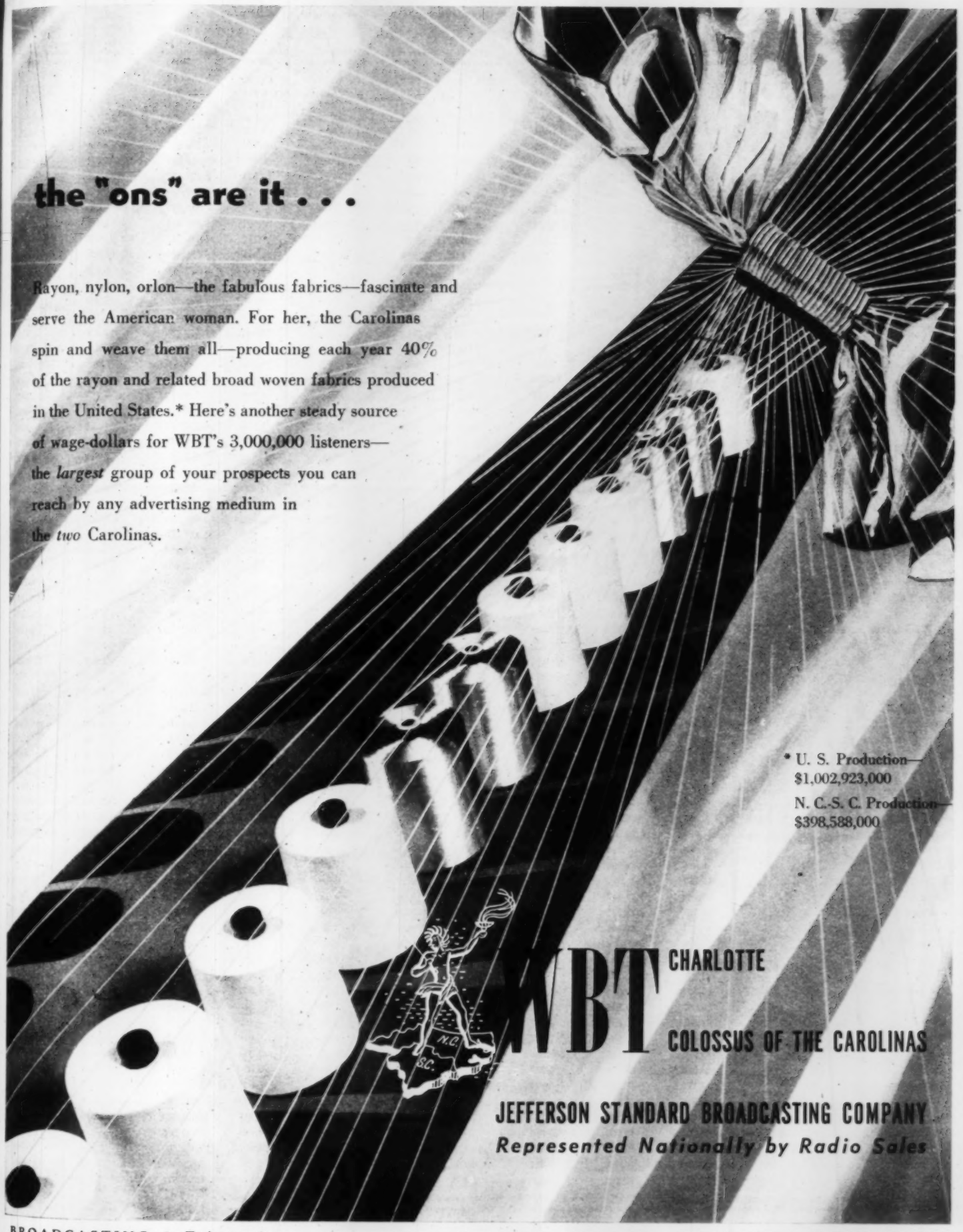
NORTH CAROLINA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Alamance	71,035	57,427	17,805	16,452	92.4	9,675	55,302	4,227,903	23,214	12,903
Alexander	14,496	13,454	3,491	3,002	86.0	1,596	5,144	1,850,916	1,092	433
Alleghany	8,101	8,341	2,138	1,760	82.3	860	2,466	1,616,109	342	89
Anson	26,781	28,443	6,277	5,260	83.8	2,731	13,009	4,831*	2,758	1,164
Ashe	21,866	22,664	5,273	4,387	83.2	2,218	5,649	3,005,639	696	213
Avery	13,338	13,561	3,248	2,706	83.3	1,285	2,966	1,154,908	605	143
Beaufort	37,031	36,431	9,531	7,834	82.2	3,822	25,006	9,398,202	3,446	1,186
Bertie	26,449	26,201	5,687	4,697	82.6	2,273	12,879	9,008,272	1,470	402
Bladen	29,684	27,156	6,753	5,571	82.5	2,342	12,078	6,257,539	2,749	1,024
Brunswick	19,227	17,125	4,813	3,942	81.9	1,406	3,734	2,869,103	529	147
Buncombe	122,557	108,755	33,346	29,945	89.8	19,024	108,789	4,033,127	28,687	14,619
Burke	45,440	38,615	10,346	9,311	90.0	5,242	19,703	970,650	10,174	4,648
Cabarrus	64,010	59,393	16,153	15,135	93.7	10,315	52,337	2,683,491	29,271	16,003
Caldwell	43,329	35,795	10,272	9,050	88.1	4,775	22,264	1,137,013	10,367	4,925
Camden	5,209	5,440	1,465	1,263	86.2	656	890	1,702,117	(1) 254	(1) 89
Carteret	22,951	18,284	6,281	5,263	83.8	2,321	11,473	1:554,279	2,435	950
Caswell	20,892	20,032	4,543	3,771	83.0	1,691	3,533	5,932,464	607	308
Catawba	61,569	51,653	15,459	14,222	92.0	8,733	42,554	3,014,190	20,812	9,724
Chatham	25,397	24,726	6,260	5,421	86.6	2,827	12,445	5,929,986	2,449	992
Cherokee	18,296	18,813	4,425	3,735	84.4	1,902	7,593	684,997	1,251	432
Chowan	12,510	11,572	2,867	2,325	81.1	1,200	6,529	2,641,281	1,503	611
Clay	6,011	6,405	1,466	1,226	83.6	513	741	672,073	252	79
Cleveland	64,316	58,055	15,151	13,272	87.6	8,022	38,527	10,551*	14,471	7,402
Columbus	50,585	45,663	11,709	9,672	82.6	4,331	25,577	14,868,054	3,274	1,201
Craven	48,681	31,298	11,310	9,184	81.2	3,598	28,603	6,003,891	4,575	1,866
Cumberland	82,892	59,320	20,359	16,979	83.4	6,079	61,864	5,695,594	9,758	4,309
Currituck	6,157	6,709	1,919	1,587	82.7	704	1,922	1,975,976	(1)	(1)
Dare	5,364	6,041	1,857	1,675	90.2	909	2,875	19,585	155	61

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

(Continued on page 124)

the "ons" are it . . .
Rayon, nylon, orlon—the fabulous fabrics—fascinate and serve the American woman. For her, the Carolinas spin and weave them all—producing each year 40% of the rayon and related broad woven fabrics produced in the United States.* Here's another steady source of wage-dollars for WBT's 3,000,000 listeners—the *largest* group of your prospects you can reach by any advertising medium in the *two* Carolinas.
* U. S. Production—$1,002,923,000
N. C.-S. C. Production—$398,588,000
N.C.
S.C.
WBT CHARLOTTE
COLOSSUS OF THE CAROLINAS
JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally by Radio Sales

NORTH CAROLINA RADIO MARKET DATA BY COUNTIES

(Continued from page 122)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Davidson	62,225	53,377	15,527	14,130	91.0	8,729	37,675	3,944,016	15,870	7,739
Davie	15,433	14,909	3,948	3,514	89.0	2,003	6,171	2,029,027	1,624	877
Duplin	41,118	39,739	10,064	8,313	82.6	3,684	14,757	12,212,021	1,734	588
Durham	100,641	80,244	25,321	22,814	90.1	14,882	93,579	2,625,955	26,399	14,394
Edgecombe	51,591	49,162	11,561	9,769	84.5	5,498	31,255	15,146,932	6,897	3,151
Forsyth	145,076	126,475	38,401	34,484	89.8	22,900	109,269	4,321,243	42,610	24,023
Franklin	31,333	30,382	7,095	5,860	82.6	2,703	10,019	10,048,946	1,671	796
Gaston	110,706	87,531	26,741	24,548	91.8	14,656	78,224	2,727,477	37,119	20,091
Gates	9,526	10,060	2,130	1,749	82.1	799	2,275	2,546,589	894	357
Graham	6,873	6,418	1,821	1,497	82.2	537	2,070	332,642	232	82
Granville	31,878	29,344	6,724	5,588	83.1	2,680	13,557	8,694,611	1,523	587
Greene	18,041	18,548	3,715	3,225	86.8	2,015	4,777	10,008,983	208	68
Guilford	190,152	153,916	48,511	44,048	90.8	28,486	195,471	8,381,906	62,025	33,944
Halifax	58,475	56,512	12,901	10,759	83.4	4,967	37,727	12,575,169	8,816	4,081
Harnett	47,634	44,239	11,104	9,538	85.9	5,029	24,575	16,983*	4,953	2,317
Haywood	37,672	33,804	9,905	8,576	86.6	4,449	20,879	3,298*	6,304	4,345
Henderson	30,843	26,049	10,039	8,895	88.6	4,076	22,672	2,235,279	4,177	1,763
Hertford	21,436	19,352	4,677	3,966	84.8	1,854	12,542	7,433*	2,121	732
Hoke	15,609	14,937	3,267	2,708	82.9	1,246	5,208	3,796,500	645	240
Hyde	6,465	7,860	1,734	1,441	83.1	665	1,386	1,696*	205	50
Iredell	56,148	50,424	14,159	12,573	88.8	7,621	36,885	5,836,375	12,868	6,664
Jackson	19,239	19,366	4,651	3,818	82.1	1,664	6,787	701,972	1,167	555
Johnston	65,751	63,798	15,607	13,250	84.9	7,063	31,256	21,622,911	5,022	2,022
Jones	11,012	10,926	2,355	1,931	82.0	862	2,050	4,136,114	350	100
Lee	23,456	18,743	5,561	4,977	89.5	2,718	15,734	3,320,573	4,504	1,827
Lenoir	45,913	41,211	10,631	9,090	85.5	5,182	33,642	11,942,216	5,621	2,372
Lincoln	27,156	24,187	6,326	5,636	89.1	3,411	14,219	3,602,276	4,460	2,099
McDowell	25,741	22,996	6,270	5,455	87.0	2,893	13,027	620,804	5,514	2,454
Macon	16,150	15,880	4,681	3,838	82.0	1,453	6,071	983,575	701	261
Madison	20,588	22,522	4,787	3,925	82.0	2,048	4,993	3,210,579	528	169
Martin	27,972	26,111	5,871	4,826	82.2	2,178	14,792	10,471,405	1,663	572
Mecklenburg	196,160	151,826	45,860	40,907	89.2	26,847	226,920	4,474,389	59,052	33,359
Mitchell	15,139	15,980	3,803	3,320	87.3	1,924	5,831	732,828	1,876	635
Montgomery	17,282	16,280	4,281	3,737	87.3	1,923	9,647	1,599,849	3,677	1,274
Moore	32,933	30,969	8,335	7,193	86.3	3,631	21,734	4,863,089	5,163	2,153
Nash	59,900	55,608	13,257	11,202	84.5	6,246	40,702	18,583,840	4,452	1,910
New Hanover	63,342	47,935	19,429	16,787	86.4	7,803	63,206	1,522,839	14,013	6,170
Northampton	28,440	28,299	6,035	4,979	82.5	1,950	7,773	10,665*	1,046	319
Onslow	41,857	17,939	8,114	6,816	84.0	1,445	12,726	4,540,501	1,428	625
Orange	34,415	23,072	7,966	7,177	90.1	3,374	16,737	3,591,887	3,247	1,363
Pamlico	9,981	9,706	2,590	2,119	81.8	817	1,797	2,048,817	529	113
Pasquotank	24,143	20,568	6,343	5,455	86.0	2,998	21,455	3,131,797	4,170	1,762
Pender	18,391	17,710	4,562	3,704	81.2	1,449	4,026	3,613,960	1,300	475
Perquimans	9,601	9,773	2,422	2,025	83.6	1,001	5,298	3,949*	558	240
Person	24,136	25,029	5,562	4,683	84.2	2,629	12,575	6,271,060	3,267	1,489
Pitt	63,750	61,244	14,069	11,846	84.2	6,802	42,528	22,220,171	4,744	1,876
Polk	11,613	11,874	3,311	2,904	87.7	1,511	4,686	719,023	1,169	508
Randolph	50,750	44,554	12,897	11,620	90.1	6,595	27,833	4,745,639	13,021	6,125
Richmond	39,412	36,810	9,605	8,318	86.6	4,619	28,535	2,890,190	7,116	3,652
Robeson	87,733	76,860	18,670	15,421	82.6	6,788	48,973	21,898,279	7,262	3,240
Rockingham	64,965	57,898	16,385	14,763	90.1	8,865	37,163	8,002,034	13,613	8,099
Rowan	75,238	69,206	19,357	17,983	92.9	12,697	50,334	3,677,960	13,438	6,450
Rutherford	46,257	45,577	11,614	10,302	88.7	6,349	25,408	2,511,153	8,423	4,509
Sampson	49,760	47,440	11,452	9,345	81.6	4,239	18,295	13,520,474	2,379	764
Scotland	26,321	23,232	5,876	4,807	81.8	2,090	14,978	3,348,691	3,887	1,839
Stanly	37,081	32,834	9,568	8,793	91.9	5,419	23,722	2,654,696	8,681	5,012
Stokes	21,535	22,656	5,268	4,525	95.9	2,639	4,899	7,045,553	497	203
Surry	45,672	41,783	12,988	11,481	88.4	5,605	31,268	8,138,752	9,928	4,499
Swain	9,970	12,177	2,392	1,978	82.7	941	1,254	196,825	603	204
Transylvania	15,321	12,241	3,976	3,475	87.4	1,570	1,897	467,902	3,494	2,098
Tyrell	5,051	5,556	1,254	1,060	84.5	579	516	1,398*	514	131
Union	41,989	39,097	9,747	8,431	86.5	4,997	4,420	7,395,001	3,157	1,346
Vance	32,036	29,961	7,397	6,250	84.5	3,290	4,576	5,851,376	4,668	2,322
Wake	135,942	109,544	32,386	29,115	89.9	16,529	23,014	16,474,188	22,605	11,450
Warren	23,556	23,145	4,920	3,897	79.2	1,440	8,920	5,605,879	1,168	401
Washington	13,170	12,323	3,076	2,633	85.6	1,200	5,893	1,454,936	2,051	1,126
Watauga	18,296	18,114	4,635	3,940	85.0	2,008	6,575	2,031,290	734	229
Wayne	64,174	58,328	15,124	12,734	84.2	6,736	46,215	14,662,569	7,015	3,176
Wilkes	45,202	43,009	10,664	8,830	82.8	4,086	19,361	5,733,085	4,336	1,735
Wilson	53,837	50,219	12,400	10,428	84.1	6,191	35,873	17,412,600	5,365	2,296
Yadkin	22,132	20,657	5,411	4,713	87.1	2,566	5,792	5,508,365	390	134
Yancey	16,304	17,202	3,776	3,093	81.9	1,475	4,189	1,436,011	362	109

(1) Includes Camden and Currituck. *($000).

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Managment." Further reproduction unlicensed. Farm Income* add $000.

NORTH DAKOTA

SPOT RATE FINDER

BISMARCK, Burleigh, 6,622 homes, 97.4% radio, 6,450 radio homes.

KFYR, 5kw, 550kc, NBC, Blair, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	34.00	80.00	120.00	200.00

DEVILS LAKE, Ramsey, 3,779 homes, 97.5% radio, 3,685 radio homes.

KDLR, 250w, 1240kc, MBS, BMB, Conlan

D	5.00	5.00	9.50	17.50	30.00	50.00
N	5.00	5.00	9.50	17.50	30.00	50.00

DICKINSON, Stark, 3,923 homes, 96% radio, 3,766 radio homes.

KDIX, 250w, 1230kc, Lawson

D	7.50	7.50	13.50	22.50	37.50	57.00
N	9.00	9.00	16.00	27.00	45.00	68.40

FARGO, Cass, 15,446 homes, 98.5% radio, 15, 214 radio homes.

---

2 AM affiliates, average 1-time rate

D	8.15	10.35	18.50	37.00	55.50	92.50
N	16.50	21.00	37.50	75.00	112.50	187.50

KFGO, 5kw, 790kc, ABC, Bolling

D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WDAY, 5kw, 970kc, NBC, Free & Peters, Hooper

D	8.80	13.20	22.00	44.00	66.00	110.00
N	18.00	27.00	45.00	90.00	135.00	225.00

GRAND FORKS, Grand Forks, 10,086 homes, 97.8% radio, 9,864 radio homes.

---

2 AM affiliates, average 1-time rate

D	5.72	5.72	10.50	22.25	33.37	55.62
N	7.50	7.50	13.85	29.00	43.50	72.50

KILO, 1kw-D, 500w-N, 1440kc, CBS, Avery-Knodel, BMB

D	6.25	6.25	12.50	25.00	37.50	62.50
N	8.00	8.00	16.00	32.00	48.00	80.00

KNOX, 250w, 1400kc, MBS

D	5.20	5.20	8.50	19.50	29.25	48.75
N	7.00	7.00	11.70	26.00	39.00	65.00

JAMESTOWN, Stutsman, 5,848 homes, 97.4% radio, 5,696 radio homes.

KSJB, 5kw, 600kc, CBS, Weed, BMB, Conlan

D	12.00	15.00	30.00	60.00	90.00	150.00
N	16.00	20.00	40.00	80.00	120.00	200.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

BROADCASTING & TELECASTING MARKETBOOK MAP of NORTH DAKOTA

Scale of Miles 25 50 75 100

[3] Location of City and number of Standard (AM) Broadcasting Stations
(3) Number of FM Broadcasting Stations
△ Number of Telecasting Stations

MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT
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* * *

MANDAN, Morton, 4,853 homes, 97.4% radio, 4,727 radio homes.

KGCU, 1kw-D, 250w-N, 1270kc, MBS, Walker

	SB	1M	5M	15M	30M	1 Hr
D	6.80	7.60	15.00	30.00	40.00	75.00
N	6.80	7.60	15.00	30.00	40.00	75.00

MINOT, Ward, 9,452 homes, 97.6% radio, 9,225 radio homes.

---

2 AM affiliates, average 1-time rate

D	4.35	6.87	13.80	27.87	41.40	69.00
N	7.00	11.00	20.00	40.00	60.00	100.00

KCJB, 1kw, 910kc, CBS, Weed, Hooper

D	4.50	6.75	13.60	27.75	40.80	68.00
N	8.00	12.00	20.00	40.00	60.00	100.00

KLPM, 5kw-D, 1kw-N, 1390kc, MBS, Walker, Lawson, BMB, Conlan

D	4.20	7.00	14.00	28.00	42.00	70.00
N	6.00	10.00	20.00	40.00	60.00	100.00

VALLEY CITY, Barnes, 4,590 homes, 97% radio, 4,452 radio homes.

KOVC, 250w, 1490kc, MBS, Conlan

D	2.80	3.75	9.00	18.00	27.00	45.00
N	3.75	5.00	12.00	24.00	36.00	60.00

WILLISTON, Williams, 4,896 homes, 96.7% radio, 4,734 radio homes.

KWBM, 250w, 1450kc

D	3.60	3.60	6.00	12.00	18.00	30.00
N	4.80	4.80	8.40	16.80	25.20	42.00

* * *

MARKET INDICATORS FOR NORTH DAKOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	619,636	'50	641,935	'40
% of U. S.	.4%	'50	0.49%	'40
Homes	163,887	'50	148,179	'40
Percent Radio	97%	'50	88.4%	'40
Radio Homes	158,970	'50	131,000	'40
Retail Sales	$ 648,775,000	'50	607,519,000	'48
Retail Trade Employes	27,229	'48	16,025	'39
Wholesale Sales Volume	$ 959,981,000	'48	170,300,000	'39
Wholesale Trade Employes	8,928	'48	6,335	'39
Manufacturing Employment (Mid-March)			5,726	'47
Manufacturing Taxable Payroll (1st Quarter)			$3,041,000	'47
Income	$ 703,000,000	'49	237,000,000	'40
Percent distribution	.36%	'49	0.31%	'40
Per Capita Income	$ 1,202	'49	368	'40
Percent of national per capita income	90%	'49	64%	'40
New Construction (Private)	$ 38,600,000	'47	9,400,000	'39
Residential	$ 9,300,000	'47	2,300,000	'39
Non-Residential	$ 7,300,000	'48	1,200,000	'39
Automobile Registration	276,027	'50	235,743	'48
Telephones	125,800	'50	81,200	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

NORTH DAKOTA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1943	Taxable Payroll's 1st Qtr. 1943 ($000)
Adams	4,910	4,664	1,358	1,274	93.8	963	6,083	4,139,359	314	136
Barnes	16,884	17,814	4,590	4,452	97.0	3,945	17,495	10,268,877	1,366	603
Benson	10,675	12,629	2,859	2,768	96.8	2,459	5,414	6,740,529	291	116
Billings	1,777	2,531	453	417	92.0	423	166	1,831,983	12	2
Bottineau	12,140	13,253	3,591	3,483	97.0	2,851	9,756	11,729,019	615	258
Bowman	4,001	3,860	1,192	1,142	95.8	822	6,248	3,301,657	302	122
Burke	6,621	7,653	2,082	2,001	96.1	1,734	4,954	6,971,046	282	144
Burleigh	26,673	22,736	6,622	6,450	97.4	4,868	36,432	6,142,218	4,235	2,321
Cass	58,877	52,849	15,446	15,214	98.5	12,191	83,866	24,044,889	14,106	8,196
Cavalier	11,840	13,923	3,116	3,013	96.7	2,665	9,181	10,359,454	319	124
Dickey	9,121	9,696	2,472	2,398	97.0	2,037	9,383	5,840,719	590	238
Divide	5,967	7,086	1,888	1,845	97.7	1,658	5,347	5,954,141	384	182
Dunn	7,212	8,376	1,737	1,655	95.3	1,397	4,227	5,909,433	156	50
Eddy	5,372	5,741	1,410	1,386	98.3	1,215	5,522	3,215,851	318	139
Emmons	9,715	11,699	2,290	2,176	95.0	1,776	7,298	7,010,885	341	133
Foster	5,337	5,824	1,442	1,386	96.1	1,221	6,551	3,694,132	358	151
Golden Valley	3,499	3,498	985	924	93.8	762	4,248	2,781,709	252	97
Grand Forks	39,443	34,518	10,086	9,864	97.8	7,844	53,453	18,264,653	6,188	3,184
Grant	7,114	8,264	1,746	1,645	94.2	1,355	4,386	4,800,577	188	68
Griggs	5,460	5,818	1,522	1,479	97.2	1,231	5,016	4,708,756	254	97
Hettinger	7,100	7,457	1,712	1,638	95.7	1,337	9,234	4,193,336	394	173
Kidder	6,168	6,692	1,572	1,523	96.9	1,263	4,044	4,537,835	167	60
LaMoure	9,498	10,298	2,461	2,390	97.1	2,027	8,574	6,050,915	411	169
Logan	6,357	7,561	1,497	1,431	95.6	1,247	4,425	4,042,470	184	71
McHenry	12,556	14,034	3,354	3,237	96.5	2,827	9,671	10,104,961	612	288
McIntosh	7,590	8,984	1,993	1,885	94.6	1,536	7,444	4,301,718	324	117
McKenzie	6,849	8,426	2,027	1,950	96.2	1,805	4,579	7,385,615	206	88
McLean	18,824	16,082	5,139	4,944	96.2	3,126	13,052	11,768,607	674	329
Mercer	8,686	9,611	2,204	2,083	94.5	1,599	6,626	5,017,796	817	635
Morton	19,295	20,184	4,853	4,727	97.4	3,842	19,411	7,657,315	1,498	675
Mountrail	9,418	10,482	2,848	2,760	96.9	2,274	8,697	8,577,586	405	154
Nelson	8,090	9,129	2,176	2,111	97.0	1,925	8,359	6,658,615	448	178
Oliver	3,091	3,859	755	729	96.6	671	921	3,083,991	43	12
Pembina	13,990	15,671	3,712	3,623	97.6	3,166	12,927	15,073,305	636	259
Pierce	8,326	9,208	2,108	2,030	96.3	1,661	7,212	6,369,423	493	215
Ramsey	14,373	15,626	3,779	3,685	97.5	3,340	19,295	7,736,018	1,523	695
Ransom	8,876	10,061	2,418	2,365	97.8	2,122	8,528	5,754,164	399	156
Renville	5,405	5,533	1,590	1,568	98.6	1,299	4,924	7,048,843	173	79
Richland	19,865	20,519	5,154	5,051	98.0	4,320	22,905	16,866,841	1,539	611
Rolette	11,102	12,583	2,518	2,337	92.8	1,860	6,507	4,522,080	327	134
Sargent	7,616	8,693	1,981	1,931	97.5	1,827	4,295	6,309,155	221	75
Sheridan	5,253	6,616	1,373	1,317	95.9	1,255	3,193	4,502,685	112	42
Sioux	3,696	4,419	807	742	92.0	656	1,381	1,759,737	55	20
Slope	2,315	2,932	647	614	94.9	614	458	2,932,886	33	7
Stark	16,137	15,414	3,923	3,766	96.0	2,848	20,591	6,333,020	1,690	794
Steele	5,145	6,193	1,424	1,386	97.3	1,228	3,687	6,820,038	120	57
Stutsman	24,158	23,495	5,848	5,696	97.4	4,562	26,649	10,429,284	2,153	1,096
Towner	6,360	7,200	1,785	1,721	96.4	1,520	5,811	7,047,932	279	134
Traill	11,359	12,300	3,110	3,051	98.1	2,587	11,901	11,763,558	690	308
Walsh	18,859	20,747	5,060	4,908	97.0	3,919	19,318	17,752,385	952	423
Ward	34,782	31,981	9,452	9,225	97.6	7,244	46,975	14,363,408	4,898	2,617
Wells	10,417	11,198	3,816	3,698	96.9	2,386	9,460	7,765,543	495	198
Williams	16,442	16,315	4,896	4,734	96.7	3,690	22,695	8,588,931	1,620	783

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

OHIO

SPOT RATE FINDER

AKRON, Summit, 117,553 homes, 98.3% radio, 115,555 radio homes.
3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	11.17	11.17	21.50	38.67	58.00	96.67
N	18.75	18.75	37.50	73.67	110.33	184.00

WADC, 5kw, 1350kc, CBS, Hollingbery

D	12.50	12.50	25.00	44.00	66.00	110.00
N	22.50	22.50	45.00	88.00	132.00	220.00

WAKR, 5kw, 1590kc, ABC, Weed

D	15.00	15.00	27.50	48.00	72.00	120.00
N	22.50	22.50	45.00	88.00	132.00	220.00

WAKR-FM, Chan. 248, 97.5mc, 14.7kc, Weed, Bonus

WCUE, 1kw, 1150kc, Indie, Forjoe, Pulse

D	7.50	7.50	16.00	32.00	48.00	80.00
N	4.88	4.88	10.40	20.80	31.20	52.00

WHKK, 1kw, 640kc, MBS, Meeker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	11.25	11.25	22.50	45.00	67.00	112.50

ALLIANCE, Stark, 79,925 homes, 97.8% radio, 78,167 radio homes.
WFAH(FM), Chan. 269, 101.7mc, 1kw, LBS

D	7.50	10.00	15.00	25.00	35.00	50.00
N	7.50	10.00	15.00	25.00	35.00	50.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

ASHLAND, Ashland, 10,242 homes, 97.2% radio, 9,955 radio homes.
WATG, 250w, 1340kc, McGillvra, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.25	6.25	9.00	18.00	27.00	45.00
N	6.25	6.25	9.00	18.00	27.00	45.00

WATG-FM, Chan. 267, 101.3mc, 10.2kw, Bonus

ASHTABULA, Ashtabula, 25,820 homes, 97.6% radio, 25,200 radio homes.

WICA, 5kw-D, 1kw-N, 970kc, Conlan, BMB

D	9.00	9.00	15.00	26.00	42.00	70.00
N	15.00	15.00	25.00	50.00	75.00	125.00

WICA-FM, Chan. 279, 103.7mc, 52kw, Bonus

ATHENS, Athens, 12,482 homes, 95.1% radio, 11,870 radio homes.
WATH, 1kw-D, 1540kc

D	5.20	9.10	13.00	26.00	39.00	

BELLAIRE, Belmont, 25,573 homes, 95.8% radio, 24,499 radio homes.

WTRF, 1kw-D, 1290kc, MBS, Walker, Conlan

D	8.50	9.50	14.00	22.00	38.00	65.00
N	9.75	11.00	16.00	32.00	55.00	80.00

WTRF-FM, Chan. 263, 100.5mc, 20kw, Walker

N	4.00	5.00	7.50	15.00	25.00	37.50

CAMBRIDGE, Guernsey, 11,640 homes, 95.4% radio, 11,105 radio homes.
WILE, 1kw-D, 1270kc, BMB

D	8.00	15.30	23.80	40.00	68.00	

(Continued on page 128)

MARKET INDICATORS FOR OHIO

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	7,946,627	'50	6,907,612	'40
% of U. S.	5.3%	'50	5.26%	'40
Homes	2,310,036	'50	1,852,318	'40
Percent Radio	97.4%	'50	91.7%	'40
Radio Homes	2,249,975	'50	1,697,672	'40
Retail Sales	$ 7,615,119,000	'50	7,343,316,000	'48
Retail Trade Employes	404,378	'48	282,963	'39
Wholesale Sales Volume	$ 9,396,849,000	'48	2,630,800,000	'39
Wholesale Trade Employes	119,561	'48	78,061	'39
Manufacturing Employment (Mid-March)			1,213,965	'47
Manufacturing Taxable Payroll (1st Quarter)			$835,305,000	'47
Income	$11,443,000,000	'49	4,448,000,000	'40
Percent distribution	5.79%	'49	5.86%	'40
Per Capita Income	$ 1,436	'49	643	'40
Percent of national per capita income	108%	'49	112%	'40
New Construction (Private)	$ 1,124,300,000	'50	213,900,000	'39
Residential	$ 720,900,000	'50	125,400,000	'39
Non-Residential	$ 232,300,000	'50	42,100,000	'39
Automobile Registration	2,795,073	'50	2,423,264	'48
Telephones	2,613,900	'50	1,691,500	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

17 OUT OF 18 PREFER WDAY, FARGO!

An independent survey of radio listening habits in the Red River Valley was recently made by students at North Dakota Agricultural College. The Survey covered 3,969 farm families in 22 counties within about 90 miles of Fargo. In answer to the question, "To what radio station does your family listen most?", 78.6% of the families said WDAY, 4.4% Station "B", 2.3% Station "C", 2.1% Station "D", etc. WDAY was a 17-to-1 choice over the next station . . . a *3½-to-1 favorite over all competition combined!**

It's the same story in town. Year after year, WDAY makes a run-away of the Hooper race, consistently getting a 3-to-1 greater Share of the Fargo-Moorhead Audience than *all other stations combined!*

Truly, WDAY is a colossal radio buy in a stupendous farm market. Write direct, or ask Free & Peters for all the facts.

**Competition includes local studios of the other three major networks.*

WDAY • **NBC** • **970 KILOCYCLES** • **5000 WATTS**

FREE & PETERS, Inc., Exclusive National Representatives

OHIO

SPOT RATE FINDER

(Continued from page 126)

CANTON, Stark, 79,925 homes, 97.8% radio, 78,167 radio homes.
2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.30	5.75	12.50	25.50	38.50	65.00

WAND, 500w-D, 900kc, McGillvra

D	4.60	5.75	12.00	25.00	38.00	65.00

WAND-FM, Chan. 223, 92.5mc, 15kw, Bonus
WCMW, 1kw-D, 1060kc, Sears & Ayer

D	6.00		13.00	26.00	39.00	65.00

WHBC, 5kw, 1480kc, ABC, Taylor, Hooper

D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WHBC-FM, Chan. 231, 94.1mc, 15kw, ABC, Taylor
(Sold in combination with WHBC)
CHILLICOTHE, Ross, 14,830 homes, 95.0% radio, 14,089 radio homes.
WBEX, 250w, 1490kc, ABC, Grant, Conlan, Hooper

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CINCINNATI, Hamilton, 214,622 homes, 97.4% radio, 209,042 radio homes.
4 AM affiliates, average 1-time rate

D	20.73	21.57	58.06	109.37	163.00	258.75
N	37.67	39.17	108.62	208.75	316.00	505.00

WCKY, 50kw, 1530kc, Pulse

D	20.00	25.00	30.00	60.00	90.00	150.00
N	30.00	40.00	60.00	120.00	180.00	300.00

WCPO, 250w, 1230kc, MBS, Branham, Hooper

D	15.25	17.75	40.00	70.00	100.00	175.00
N	23.00	27.50	50.00	100.00	160.00	300.00

WCPO-FM, Chan. 286, 105.1mc, 10kw, Bonus
WCPO-TV, Chan. 7, 12kw-aur.; 21kw-vis., ABC, DuMont, Branham

D	32.50	37.50	50.00	100.00	150.00	250.00
N	65.00	75.00	100.00	200.00	300.00	500.00

WKRC, 5kw-D, 1kw-N, 550kc, CBS, Katz, Hooper, BMB

D	30.00	30.00	42.50	68.00	102.00	170.00
N	60.00	60.00	85.00	136.00	204.00	340.00

WKRC-FM, Chan. 270, 101.9mc, 12.6kw, Transit Radio
(See Transit Radio listing for rates)
WKRC-TV, Chan. 11, 12.3kw-aur.; 24.5kw-vis.; CBS, Katz

D	50.00	45.00	105.00	140.00	210.00	425.00
N	150.00	125.00	210.00	280.00	420.00	850.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WLW, 50kw, 700kc, NBC, MBS, Nielsen

	SB	1M	5M	15M	30M	1 Hr
D	(on request)		119.75	239.50	360.00	540.00
N	(on request)		239.50	479.00	720.00	1080.00

WLWA (FM), Chan. 266, 101.1mc, 9kw, Bonus
WLWT (TV), Chan. 4, 19.5kw-aur.; 23.5kw-vis.; NBC

D	42.50	42.50	110.00	170.00	255.00	425.00
N	125.00	125.00	215.00	340.00	510.00	850.00

WSAI, 5kw, 1360kc, ABC, Avery-Knodel, BMB, Pulse

D	16.95	16.95	30.00	60.00	90.00	150.00
N	30.00	30.00	60.00	120.00	180.00	300.00

WSAI-FM, Chan. 274, 102.7mc, 14.7kw, Bonus
CLEVELAND, Cuyahoga, 406,314 homes, 98.3% radio, 399,407 radio homes.
4 AM affiliates, average 1-time rate

D	28.25	31.88	48.00	96.00	144.00	240.00
N	58.12	61.88	87.00	174.00	261.00	435.00

4 AM non-affiliates, average 1-time rate

D	9.67	12.17	23.62	44.50	66.75	111.25
N	16.75	22.00	30.17	45.67	64.50	101.67

WCUO (FM), Chan. 277, 103.3mc, 15kw

D		4.75	10.00	20.00	30.00	45.00
N		7.00	15.00	30.00	45.00	75.00

WDOK, 5kw, 1260kc, Walker, Hooper, Conlan

D	6.00	11.00	27.50	44.00	66.00	110.00
N	11.00	20.00	50.00	80.00	120.00	200.00

WERE, 5kw, 1300kc, Taylor, Hooper

D	12.50	15.00	30.00	50.00	75.00	125.00
N		30.00	60.00	100.00	150.00	250.00

WERE-FM, Chan. 253, 98.5mc, 12kw, Bonus
WEWS (TV), Chan. 5, 8.15kw-aur.; 16.3kw-vis.; ABC, CBS

D		40.00	90.00	125.00	187.50	312.50
N		140.00	200.00	300.00	450.00	750.00

WGAR, 50kw, 1220kc, CBS, Petry

D	37.50	45.00	50.00	100.00	150.00	250.00
N	75.00	90.00	100.00	200.00	300.00	500.00

WHK, 5kw, 1420kc, MBS, Raymer

D	14.00	21.00	36.00	72.00	108.00	180.00
N	42.00	42.00	72.00	144.00	216.00	360.00

WHK-FM, Chan. 264, 100.7mc, 11.5kw, Bonus
WJMO, 1kw-D, 1540kc, Young, Hooper

D	10.50	10.50	17.00	44.00	66.00	110.00

WJW, 5kw, 850kc, ABC, H-R Representatives

D	22.50	22.50	54.00	108.00	162.00	270.00
N	37.50	37.50	72.00	144.00	216.00	360.00

WJW-FM, Chan. 281, 104.1mc, 19kw, ABC, H-R Representatives

D	3.75	3.75	6.00	12.00	18.00	30.00
N	7.50	7.50	12.00	24.00	36.00	60.00

WSRS, 250w, 1490kc, Forjoe

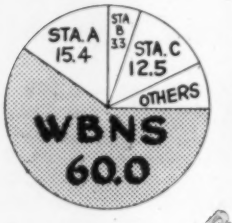
D			20.00	40.00	60.00	100.00
N			15.00	30.00	45.00	75.00

WSRS-FM, Chan. 237, 95.3mc, 1kw, Bonus

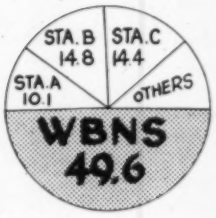
(Continued on page 129)

LATEST HOOPER REPORT SHOWS:

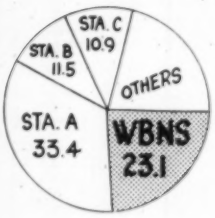
WBNS, Columbus, has the HIGHEST NUMBER OF LISTENERS in Every Rated Period Except One



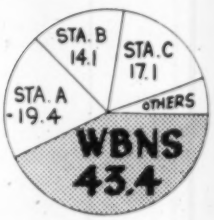
Mon. thru Fri.
8 A.M. to 12 Noon



Mon. thru Fri.
12 Noon — 6 P.M.



Sunday
12 Noon — 6 P.M.



Sun. thru Sat. Eve.
6 P.M. — 10:30 P.M.

The May-June, 1951, report shows more Central Ohioans listening to WBNS than any other station. Here are twenty good reasons why: WBNS carries the 10 top-rated daytime shows as well as the 10 top-rated night-time shows! What an opportunity for spots and participation! Call your John Blair man or write us.

CENTRAL OHIO'S ONLY **CBS** OUTLET

WBNS PLUS WELD-FM

Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

ASK HIL F. BEST

National Representative for

WFRO FM FREMONT OHIO AM

how many homes you can reach for only

1c

WSRS CLEVELAND

. . . . "The Family Station" serving Clevelanders and all the local nationalities in the 3rd most densely populated metropolitan district in the U. S. A. . . . covering 336 sq. miles.

. . . . Ask Forjoe for the power-packed selling facts about the effective WSRS domination and local impact. Hooper rating up . . . WSRS cost per thousand lowest in town, thus the best buy in

CLEVELAND

WSRS

WTAM, 50kw, 1100kc, NBC, NBC Spot Sales, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	39.00	39.00	52.00	104.00	156.00	260.00
N	78.00	78.00	104.00	208.00	312.00	520.00

WTAM-FM, Chan. 289, 105.7mc, 20kw, Bonus

WNBK (TV), Chan. 4, 20.26kw-aur.; 39.22kw-vis.

D	62.50	62.50	75.00	120.00	180.00	300.00
N	150.00	150.00	188.00	300.00	450.00	750.00

WXEL(TV), Chan. 9, 13kw-aur.; 21kw-vis., ABC, CBS, DuMont, Katz, Pulse

D	40.00	40.00	80.00	120.00	180.00	300.00
N	125.00	125.00	160.00	240.00	360.00	600.00

COLUMBUS, Franklin, 142,614 homes, 98.2% radio, 140,005 radio homes.

3 AM affiliates, average 1-time rate

D	13.10	15.32	24.09	35.32	53.76	85.23
N	27.00	33.67	52.75	76.25	115.25	183.33

WBNS, 5kw-D, 1kw-N, 1460kc, CBS, Blair

D	20.00	20.00	33.37	49.87	70.87	105.00
N	40.00	40.00	66.75	99.75	141.75	210.00

WELD(FM), Chan. 246, 97.1mc, 35kw, Bonus

WBNS-TV, Chan. 10, 12.1kw-aur.; 24.3kw-vis., CBS, Blair-TV

D	50.00	50.00	67.50	90.00	135.00	225.00
N	100.00	100.00	135.00	180.00	270.00	450.00

WCOL, 250w, 1230kc, ABC, H-R Representatives, Hooper, BMB

D	12.60	12.60	18.90	29.40	50.40	84.00
N	21.00	21.00	31.50	49.00	84.00	140.00

WCOL-FM, Chan. 222, 92.3mc, 33kw, H-R Representatives, Bonus

WHKC, 5kw, 610kc, MBS, Raymer, BMB, Hooper

D	6.70	13.35	20.00	26.70	40.00	66.70
N	20.00	40.00	60.00	80.00	120.00	200.00

WHKC-FM, Chan. 254, 98.7mc, 30kw, Bonus

WLWF (FM), Chan. 242, 96.3mc, 15kw, (FM (Affiliate of WLW Cincinnati, Ohio), Bonus

WLWC (TV) Chan. 8, 12.8kw-aur.; 15.2kw-vis.; NBC

D	30.00	30.00	80.00	125.00	190.00	315.00
N	100.00	100.00	160.00	250.00	375.00	625.00

WTVN(TV), Chan. 6, 6kw-vis.; 3.5kw-aur.; ABC, DuMont, Headley-Reed, Pulse

D	55.00	65.00	70.00	110.00	165.00	275.00
N	100.00	110.00	130.00	200.00	300.00	500.00

WVKO (FM), Chan. 234, 99.7mc, 52kw

D	1.69	1.69	6.00	12.00	18.00	30.00
N	4.50	4.50	12.00	24.00	36.00	60.00

COSHOCTON, Coshocton, 9,776 homes, 96.0% radio, 9,385 radio homes.

WTNS, 1kw-D, 1560kc

D	6.00	6.00	10.00	20.00	30.00	50.00

DAYTON, Montgomery, 115,553 homes, 98.0% radio, 113,242 radio homes.

3 AM affiliates, average 1-time rate

D	12.00	14.00	24.33	55.00	75.00	123.33
N	12.00	19.00	33.00	75.00	110.00	173.33

WHIO, 5kw, 1290kc, CBS, Bolling, Hooper

D		16.00	28.00	45.00	65.00	100.00
N		26.00	45.00	90.00	130.00	200.00

WHIO-FM, Chan. 256, 99.1mc, 19kw, Hollingbery

D	3.00	15.00	
N	3.00	15.00	

WHIO-TV, Chan. 13, 12.6kw-aur.; 26.6kw-vis.; ABC, CBS, DuMont, Hollingbery, Pulse

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

WING, 5kw, 1410kc, ABC, Weed

D	15.00	60.00	80.00	150.00	
N	24.00	75.00	120.00	200.00	

WLWB(FM), Chan. 248, 97.5 mc, 16kw, Bonus, (Affiliate of WLW, Cincinnati, Ohio)

WLWD(TV), Chan. 5, 8kw-aur., 16kw-vis., NBC

D	15.00	30.00	80.00	125.00	190.00	315.00
N	30.00	100.00	160.00	250.00	375.00	625.00

WONE, 5kw, 980kc, MBS, Headley-Reed

D	12.00	12.00	30.00	60.00	80.00	120.00
N	12.00	12.00	30.00	60.00	80.00	120.00

WTWO(FM), Chan. 284, 104.7mc, 43kw, Headley-Reed, Bonus

DEFIANCE, Defiance, 7,716 homes, 97.0% radio, 7,485 radio homes.

WONW, 500w-D, 1280kc

D	5.50	5.50	10.00	20.00	32.00	58.00
N	7.00	7.00	13.00	26.00	41.00	75.00

DOVER, Tuscarawas, 20,719 homes, 96.5% radio, 19,994 radio homes.

WJER, 250w, 1450kc

D	6.50	10.00	15.00	20.00	30.00	50.00
N	6.50	10.00	15.00	20.00	30.00	50.00

EAST LIVERPOOL, Columbiana, 28,725 homes, 97.2% radio, 27,921 radio homes.

WLIO, 1kw-D, 1570kc

D	5.60	7.00	14.00	28.00	42.00	70.00

WOHI, 250w, 1490kc, LBS, W. S. Grant, Conlan

D	4.80	6.00	12.00	24.00	36.00	60.00
N	6.00	7.50	15.00	30.00	45.00	75.00

ELYRIA, Lorain, 41,099 homes, 98.2% radio, 40,359 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WEOL, 1kw, 930kc, BMB

	SB	1M	5M	15M	30M	1 Hr
D	10.00	11.50	16.00	32.00	48.00	80.00
N	12.00	14.00	25.00	50.00	75.00	125.00

WEOL-FM, Chan. 297, 107.3mc, 48kw, Bonus

FINDLAY, Hancock, 13,879 homes, 97.9% radio, 13,588 radio homes.

WFIN, 1kw-D, 1330kc BMB

D	5.20	7.80	15.00	30.00	51.00	90.00

WFIN-FM, Chan. 288, 105.5mc, 8.2kw (Rates ¾ of AM Rates)

FOSTORIA, Seneca, 15,131 homes, 97.4% radio, 14,738 radio homes.

WFOB(FM), Chan. 288, 105.5mc, 450w

D	1.00	4.00	4.00	7.50	13.50	22.50
N	2.00	4.00	5.00	10.00	17.00	30.00

FREMONT, Sandusky, 13,805 homes, 97.7% radio, 13,487 radio homes.

WFRO, 500w-D, 900kc, Best, Conlan

D	6.00	6.00	9.45	17.70	31.90	53.10
N	7.50	7.50	11.80	23.60	41.30	70.80

WFRO-FM, Chan. 257, 99.3mc, 1kw (Rates on request)

GALLIPOLIS, Gallia, 6,488 homes, 91.9% radio, 5,962 radio homes.

WJEH, 250w-D, 990kc, W. S. Grant

D	4.50	6.00	9.00	21.00	37.00	60.00

HAMILTON, Butler, 40,480 homes, 97.4% radio, 39,428 radio homes.

WMOH, 250w, 1450kc, MBS, Conlan

D	4.75	6.80	11.55	23.10	34.65	57.75
N	6.00	8.50	17.00	34.00	51.00	85.00

WMOH-FM, Chan. 278, 103.5mc, 8.7kw (Rates on request)

LANCASTER, Fairfield, 16,518 homes, 96.6% radio, 15,956 radio homes.

WHOK, 500w-D, 1320kc

D		7.00	18.00	26.00	40.00	60.00

LIMA, Allen, 25,421 homes, 98.0% radio, 24,913 radio homes.

2 AM affiliates, average 1-time rate

D	7.50	7.25	14.50	29.00	43.50	72.50
N	10.00	10.00	20.00	40.00	60.00	100.00

WIMA, 1kw, 1150kc, ABC, MBS, Weed, Conlan

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WIMA-FM, Chan. 271, 102.1mc, 15.5kw, Bonus

WLOK, 250w, 1240kc, NBC, H-R Representatives

D	7.00	14.00	28.00	42.00	70.00
N	10.00	20.00	40.00	60.00	100.00

WLOK-FM, Chan. 277, 103.3mc, 1kw, Bonus

MANSFIELD, Richland, 25,922 homes, 97.7% radio, 25,326 radio homes.

WMAN, 250w, 1400kc, ABC, Taylor

D	5.75	5.75	9.75	19.50	29.25	48.75
N	7.75	7.75	13.00	26.00	39.00	65.00

MARIETTA, Washington, 13,377 homes, 94.3% radio, 12,615 radio homes.

WMOA, 250w, 1490kc, MBS, Grant

D	4.00	5.00	9.00	18.00	27.00	45.00
N	6.00	7.00	12.00	24.00	36.00	60.00

MARION, Marion, 14,768 homes, 97.2% radio, 14,354 radio homes.

WMRN, 250w, 1490kc, ABC, Stovin, Hooper, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WMRN-FM, Chan. 295, 106.9mc, 7.6kw (CP)

MIDDLETOWN, Butler, 40,480 homes, 97.4% radio, 39,480 radio homes.

WPFB, 1kw-D, 100w-N, 910kc, Conlan, Hooper

D	7.00	9.00	20.00	43.00	66.00	110.00
N	10.00	12.00	25.00	50.00	75.00	125.00

MT. VERNON, Knox, 10,491 homes, 97.1% radio, 10,187 radio homes.

WMVO (FM), Chan. 229, 93.7mc, 3.2kw

D	1.50	2.50	4.00	8.00	12.00	20.00
N	2.00	3.50	5.00	10.00	15.00	25.00

NEWARK, Licking, 22,224 homes, 96.9% radio, 21,535 radio homes.

WCLT, 500w-D, 1430kc, Meeker

D	6.55	7.90	12.00	24.00	36.00	60.00
N	9.00	10.80	15.00	30.00	45.00	75.00

WCLT-FM, Chan. 262, 100.3mc, 8.5kw (Bonus daytime only)

N	6.55	7.90	12.00	24.00	36.00	60.00

(Continued on page 130)

for the best in radio in FREMONT

Contact

HIL F. BEST

representing

Radio Station WFRO

NEW DATA!

WGAR

Northern Ohio's Most Listened to Radio Station

the SPOT for SPOT RADIO

double check the facts!

Coverage and Market:

WGAR serves 39 counties in Northern Ohio, West Virginia and Western Pennsylvania.

Data from 1951-52 Consumer Markets:

Households	1,347,570
Radio Homes	1,312,320
Farm Households	101,660
Farm Radio Homes	97,980

Data from Sales Management "Survey of Buying Power" 1951:

Retail Sales	$4,225,930,000
Effective Buying Income	$6,572,419,000

Programming:

Top CBS shows plus outstanding local programs and personalities. For the fifth consecutive year, WGAR has won The Cleveland Press radio poll with the best in local programming.

Plus Listeners:

A recent auto radio listening survey shows:

- 81% of 418,185 autos in Cuyahoga County have auto radios.
- Radios are turned on 74% of the time autos are in use.
- Average auto has 1.6 passengers.
- Auto radio listeners are tuned to WGAR a total of 411,708 half hours daily (7 AM to 7 PM).

This survey is available.

CBS

For sales in Cleveland and Northern Ohio, choose WGAR. Ask any Petry man for full information.

WGAR

50,000 WATTS

Cleveland

EDWARD PETRY & COMPANY

National Representatives

"TIME OUT" for selling

HOME MAKERS
Hob Nob

with Jeanne Shea and Tom Gleba

Here's the best features of the ever popular "woman's page" skillfully blended into a fast-moving and exciting participation program. Assisted by a variety cast of four, Tom Gleba and Jeanne Shea present such interesting features as "Slick Tricks" like making a laundry bag from an old shirt . . . "What is It?" hilarious telephone quiz . . . "Beauty Care" . . . "Children's Corner" . . . "Food Tips" . . . "Window Shopping" and many other units PLUS lively entertainment. It's the right spot for your sales message to reach central Ohio's homemakers.

For program resume, see Blair TV or write direct

WBNS-TV COLUMBUS, OHIO
Channel 10
CBS-TV Network • Affiliated with Columbus Dispatch and WBNS-AM • Sales Office: 33 North High Street

OHIO

SPOT RATE FINDER

(Continued from page 129)

PIQUA, Miami, 18,504 homes, 98.2% radio, 18,171 radio homes.
WPTW, 250w-D, 1570kc, Grant

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	10.00	25.00	40.00	60.00

PORTSMOUTH, Scioto, 23,746 homes, 95.2% radio, 22,606 radio homes.
2 AM affiliates, average 1-time rate

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WNXT, 1kw, 1260kc, ABC, Everett-McKinney

D	5.60	5.60	11.20	22.40	33.60	56.00
N	7.00	7.00	14.00	28.00	42.00	70.00

WPAY, 250w, 1400kc, CBS, Taylor, Conlan, BMB

D	6.40	6.40	12.80	25.60	38.40	64.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WPAY-FM, Chan. 281, 104.1mc, 7kw, Taylor, Bonus

SANDUSKY, Erie, 17,053 homes, 97.9% radio, 16,695 radio homes.
WLEC, 250w, 1450kc, MBS, McKinney, Griffith

D	5.40	5.40	8.10	12.60	21.60	36.00
N	9.00	9.00	13.50	21.00	36.00	60.00

SPRINGFIELD, Clark, 32,101 homes, 97.5% radio, 31,298 radio homes.
2 AM affiliates, average 1-time rate

D	7.50	6.50		26.50	37.25	66.25

WIZE, 250w, 1340kc, ABC, Weed, Conlan

D	10.00			30.00	40.00	75.00
N	10.00			37.50	60.00	100.00

WJEL, 500w-D, 1600kc, McGillvra

D	7.50	7.50	15.00	25.00	40.00	50.00

WWSO, 250w-D, 1210kc, LBS

D	5.00	6.50		23.00	34.50	57.50

STEUBENVILLE, Jefferson, 26,350 homes, 96.6% radio, 25,454 radio homes.
WSTV, 250w, 1340kc, MBS, Pearson

D	4.75	5.50	11.00	22.00	33.00	55.00
N	7.00	8.00	16.00	32.00	48.00	80.00

WSTV-FM, Chan. 278, 103.5mc, 2kw, Pearson, Bonus

TOLEDO, Lucas, 115,118 homes, 98.3% radio, 113,161 radio homes.
2 AM affiliates, average 1-time rate

D	11.25	11.25	21.00	38.50	57.50	96.00
N	22.50	22.50	36.00	72.00	108.00	180.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WSPD, 5kw, 1370kc, NBC, Katz

D	15.00	15.00	27.00	48.00	72.00	120.00

	SB	1M	5M	15M	30M	1 Hr
N	30.00	30.00	48.00	96.00	144.00	240.00

WSPD-FM, Chan. 268, 101.5mc, 3kw, Bonus
WSPD-TV, Chan. 13, 14.4kw-aur.; 27.4kw-vis.; CBS, NBC, DuMont, Katz

D	62.50	100.00	150.00	250.00	
N	125.00	200.00	300.00	500.00	

WTOD, 1kw, 1560kc, Headley-Reed

D	7.50	15.00	29.00	43.00	72.00
N	15.00	24.00	48.00	72.00	120.00

WTRT (FM), Chan. 260, 99.9mc, 8.8kw (Consult station for rates)
WTOL, 250w, 1230kc, ABC, Raymer

D	7.50	7.50	15.00	29.00	43.00	72.00
N	15.00	15.00	24.00	48.00	72.00	120.00

WTOL-FM, Chan. 284, 104.7mc, 50kw, Bonus

WARREN, Trumbull, 43,795 homes, 97.6% radio, 42,744 radio homes.
WHHH, 5kw, 1440kc, MBS, Ra-Tel, Conlan

D	7.50	7.50	14.00	28.00	42.00	70.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WOOSTER, Wayne, 15,949 homes, 96.5% radio, 15,391 radio homes.
WWST, 500w-D, 960kc

D	4.65		9.35	18.75	31.25	50.00
N	7.00		14.05	28.15	46.85	75.00

WWST-FM, Chan. 283, 104.5mc, 13kw (Rates 50% of AM rates)

WORTHINGTON, Franklin, 142,614 homes, 98.2% radio, 140,005 radio homes.
WRFD, 5kw-D, 880kc, Hooper

D	10.00	10.00	15.00	30.00	53.00	88.00
N	20.00	20.00	30.00	60.00	105.00	175.00

YOUNGSTOWN, Mahoning, 69,296 homes, 97.2% radio, 67,356 radio homes.
2 AM affiliates, average 1-time rate

D	13.00	14.25	21.00	42.00	43.00	105.00
N	19.00	20.25	38.00	76.00	114.00	190.00

WBBW, 250w, 1240kc, Forjoe, Hooper

D	6.75	9.00	12.00	24.00	36.00	60.00
N	9.00	12.00	24.00	48.00	72.00	120.00

WFMJ, 5kw, 1390kc, ABC, Headley-Reed, Hooper

D	12.00	12.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WFMJ-FM, Chan. 286, 105.1mc, 50kw, Bonus
WKBN, 5kw, 570kc, CBS, Raymer

D	14.00	16.50	26.00	52.00	78.00	130.00
N	22.00	24.50	44.00	88.00	132.00	220.00

WKBN-FM, Chan. 255, 98.9mc, 19kw, Bonus

ZANESVILLE, Muskingum, 21,966 homes, 96.7% radio, 21,241 radio homes.
WHIZ, 250w, 1240kc, NBC, Pearson, Hooper, BMB, Conlan

D	6.50	8.00	11.00	22.00	33.00	55.00
N	9.50	11.00	16.00	32.00	48.00	80.00

TIME BUYERS, note: no TV station within 60 miles

. . . of Youngstown—Ohio's third largest trading area. In Mahoning County alone, there are more than 80,000 radio families, 98% radio saturation. Buy W F M J, the only ABC station serving this market. A call to Headley-Reed does it!

WFMJ

All programs duplicated on WFMJ-FM • 50,000 watts, 105.1 Meg.

5000 IN OHIO'S THIRD MARKET

HERE'S THE YOUNGSTOWN STORY...

53 OUT OF 60

TOP HOOPERATED SHOWS ON WKBN

WKBN has 8 out of 10 highest Hoopers
WKBN has 17 out of 20 highest Hoopers
WKBN has 25 out of 30 highest Hoopers
WKBN has 34 out of 40 highest Hoopers
WKBN has 43 out of 50 highest Hoopers
WKBN has 53 out of 60 highest Hoopers

SOURCE: Fall-Winter Report of C. E. Hooper, Inc., for Youngstown, Ohio, Nov., 1950, through March 1951.

	Hooperating	PROGRAM	STATION
1.	26.4	Jack Benny	WKBN
2.	25.2	Walter Winchell	Station B
3.	25.2	Louella Parsons	Station B
4.	24.7	Lux Radio Theater	WKBN
5.	23.6	My Friend Irma	WKBN
6.	23.5	Bing Crosby	WKBN
7.	23.2	Beulah	WKBN
8.	23.1	Amos 'n' Andy	WKBN
9.	22.2	Arthur Godfrey Talent Scouts	WKBN
10.	22.2	Mr. and Mrs. North	WKBN
11.	22.1	Life with Luigi	WKBN
12.	21.8	Mystery Theater	WKBN
13.	21.2	Young Dr. Malone	WKBN
14.	21.0	Our Miss Brooks	WKBN
15.	20.8	Dr. Christian	WKBN
16.	20.2	Lowell Thomas	WKBN
17.	20.2	Horace Heidt	WKBN
18.	19.8	Mr. Chameleon	WKBN
19.	19.5	Ozzie and Harriet	Station B
20.	19.4	Mr. Keen	WKBN
21.	18.8	Suspense	WKBN
22.	18.8	Aunt Jenny	WKBN
23.	18.7	Jack Smith	WKBN
24.	18.5	Hopalong Cassidy	WKBN
25.	18.4	Stop the Music	Station B
26.	18.0	Charlie McCarthy	WKBN
27.	17.4	My Favorite Husband	WKBN
28.	17.3	FBI in Peace and War	WKBN
29.	17.1	Richard Diamond	Station B
30.	17.0	Truth or Consequences	WKBN
31.	17.0	Vaughn Monroe	WKBN
32.	16.8	Second Mrs. Burton	WKBN
33.	16.8	Club 15	WKBN
34.	16.7	Gene Autry	WKBN
35.	16.6	Helen Trent	WKBN
36.	16.4	Home Edition	WKBN
37.	16.4	Hallmark Playhouse	WKBN
38.	16.0	WKBN Six O'Clock News	WKBN
39.	15.8	This Is Your FBI	Station B
40.	15.4	Perry Mason	WKBN
41.	15.0	Brighter Day	WKBN
42.	14.7	Midday News	Station B
43.	14.6	Gangbusters	WKBN
44.	14.6	Ma Perkins	WKBN
45.	14.5	Guiding Light	WKBN
46.	14.4	This Is Nora Drake	WKBN
47.	14.4	Red Skelton	WKBN
48.	14.2	Freddie Martin	WKBN
49.	14.0	Edward R. Murrow	WKBN
50.	13.8	Wendy Warren	WKBN
51.	13.6	Don Gardner	WKBN
52.	13.5	Arthur Godfrey Time	WKBN
53.	13.4	Rosemary	WKBN
54.	13.4	House Party	WKBN
55.	13.1	Harold Peary	WKBN
56.	13.0	Hilltop House	WKBN
57.	13.0	Meet Corliss Archer	WKBN
58.	13.0	Contented Hour	WKBN
59.	13.0	Johnny Dollar	WKBN
60.	12.9	Sing It Again	WKBN

CBS

WKBN

YOUNGSTOWN OHIO
5000 Watts 570 KC

represented by
RAYMER

ONE OF AMERICA'S

W A

AMERICA'S 3

HOME OF CBS PRO

"WITH OVER 2,00

FIRST IN AKRON

NOW IN 27th YEAR

SERVING NORTHEASTERN OHIO

OLDEST STATIONS

DC

9th MARKET

GRAMS IN AKRON—

0,000 FRIENDS"

IN THE WADC BUILDING

CORNER MAIN & MILL STS., AKRON, OHIO

Owned and operated by: ALLEN T. SIMMONS

National Representative: GEORGE P. HOLLINGBERY CO.

OHIO RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Adams	20,426	21,705	6,341	5,865	92.5	3,966	10,561	7,291*	954	346
Allen	87,686	73,303	25,421	24,913	98.0	18,570	92,496	12,540*	25,124	16,522
Ashland	32,938	29,785	10,242	9,955	97.2	7,508	31,785	8,194*	7,432	4,446
Ashtabula	77,733	68,674	25,820	25,200	97.6	17,353	71,982	12,653*	13,544	7,617
Athens	45,677	46,166	12,482	11,870	95.1	9,642	31,178	3,837*	6,689	3,588
Auglaize	30,563	28,037	9,152	8,914	97.4	7,048	29,230	13,400*	5,710	3,342
Belmont	87,430	95,614	25,573	24,499	95.8	20,983	54,269	6,296*	15,561	9,925
Brown	22,160	21,638	6,812	6,410	94.1	4,602	12,142	9,939*	2,213	1,242
Butler	146,792	120,249	40,480	39,428	97.4	29,254	136,008	11,718*	43,090	31,396
Carroll	19,004	17,449	5,562	5,334	95.9	3,821	10,557	4,027*	1,817	1,032
Champaign	26,699	25,258	7,887	7,635	96.8	6,321	22,571	13,746*	2,734	1,538
Clark	110,999	95,647	32,101	31,298	97.5	24,258	109,483	13,319*	31,684	21,618
Clermont	42,064	34,109	12,436	11,926	95.9	7,993	25,298	7,290*	2,472	1,057
Clinton	25,487	22,574	7,780	7,515	96.6	5,781	26,991	13,955*	3,373	1,658
Columbiana	98,420	90,121	28,725	27,921	97.2	21,437	87,909	9,714*	21,420	13,165
Coshocton	31,029	30,594	9,776	9,385	96.0	7,208	24,643	7,344*	7,311	4,016
Crawford	38,600	35,571	11,795	11,500	97.5	9,334	38,113	13,051*	8,907	5,784
Cuyahoga	1,378,205	1,217,250	406,314	399,407	98.3	318,772	1,547,706	10,702*	499,643	373,217
Darke	41,645	38,831	12,512	12,087	96.6	9,443	39,619	23,228*	4,329	2,199
Defiance	25,863	24,367	7,716	7,485	97.0	5,944	25,311	10,529*	4,345	2,551
Delaware	30,178	26,780	8,680	8,394	96.7	6,366	24,018	12,419*	3,234	1,766
Erie	52,162	43,201	17,053	16,695	97.9	10,918	51,779	7,370*	15,872	9,826
Fairfield	52,012	48,490	16,518	15,956	96.6	11,470	38,327	12,751*	10,122	5,459
Fayette	22,441	21,385	6,733	6,369	94.6	4,916	21,643	14,185*	2,833	1,384
Franklin	501,882	388,712	142,614	14,005	98.2	96,785	515,100	14,040*	145,120	90,912
Fulton	25,501	23,626	7,607	7,386	97.1	5,823	25,330	18,033*	3,744	1,928
Gallia	24,851	24,930	6,488	5,962	91.9	3,995	13,565	4,069*	1,564	692
Geauga	26,528	19,430	8,110	7,794	96.1	4,255	16,765	8,165*	2,447	1,457
Greene	56,620	35,863	15,423	14,852	96.3	8,281	39,469	11,948*	4,613	2,620
Guernsey	38,264	38,822	11,640	11,105	95.4	8,808	27,538	3,974*	5,367	2,785
Hamilton	718,785	621,987	214,622	209,042	97.4	166,269	767,346	8,727*	267,512	181,209
Hancock	44,263	40,793	13,879	13,588	97.9	10,773	42,930	17,504*	8,772	5,109
Hardin	28,598	27,061	8,750	8,435	96.4	6,739	21,587	14,725*	3,258	1,482
Harrison	18,972	20,313	5,722	5,476	95.7	4,368	11,804	2,891*	2,664	1,415
Henry	22,370	22,756	6,739	6,557	97.3	5,525	20,991	17,266*	2,213	1,086
Highland	28,085	27,099	8,766	8,336	95.1	6,428	22,804	13,365*	3,174	1,350
Hocking	19,489	21,504	6,002	5,672	94.5	4,396	13,144	1,796*	2,240	1,071
Holmes	18,732	17,876	4,950	4,559	92.1	2,994	9,703	10,714*	989	473
Huron	39,261	34,800	11,554	11,300	97.8	8,820	36,135	12,490*	6,620	3,713
Jackson	27,666	27,004	7,981	7,486	93.8	5,463	19,470	2,633*	4,119	2,204
Jefferson	95,963	98,129	26,350	25,454	96.6	21,380	81,543	2,775*	23,406	15,693
Knox	35,023	31,024	10,491	10,187	97.1	7,749	32,747	11,360*	7,163	4,852
Lake	75,351	50,020	22,846	22,572	98.8	12,959	62,274	5,985*	12,613	8,347
Lawrence	48,963	46,705	13,523	12,685	93.8	8,520	29,288	2,668*	7,441	4,591
Licking	70,427	62,279	22,224	21,535	96.9	15,759	59,659	13,410*	13,868	8,688
Logan	31,148	29,624	12,032	11,683	97.1	7,614	32,419	12,447*	3,824	1,974
Lorain	146,501	112,390	41,099	40,359	98.2	27,895	133,949	14,839*	43,662	30,943
Lucas	392,626	344,333	115,118	113,161	98.3	89,929	449,652	11,333*	147,271	107,206
Madison	22,221	21,811	5,880	5,586	95.0	4,309	23,607	15,274*	2,005	892
Mahoning	256,817	240,251	69,296	67,356	97.2	53,413	258,006	8,502*	84,902	59,390
Marion	49,830	44,898	14,768	14,354	97.2	11,289	52,902	11,680*	12,322	7,459
Medina	40,274	33,034	12,251	12,006	98.0	8,328	37,333	11,026*	6,847	3,898
Meigs	23,173	24,104	7,107	6,638	93.4	4,895	14,715	3,497*	2,025	861
Mercer	28,200	26,256	8,258	8,027	97.2	5,818	27,716	15,871*	4,491	2,381
Miami	61,128	52,632	18,504	18,171	98.2	13,867	55,907	14,559*	12,584	7,831
Monroe	15,304	18,641	4,908	4,540	92.5	3,224	6,375	3,762*	683	181
Montgomery	396,561	295,480	115,553	113,242	98.0	76,034	421,861	12,776*	151,621	112,494
Morgan	12,772	14,227	4,257	4,036	94.8	2,928	7,724	3,595*	796	348
Morrow	17,128	15,646	5,032	4,836	96.1	3,695	9,548	8,312*	1,301	813
Muskingum	74,184	69,795	21,966	21,241	96.7	17,252	64,725	6,726*	19,239	11,408
Noble	11,717	14,587	3,565	3,298	92.5	2,722	5,306	3,301*	993	558
Ottawa	29,311	24,360	10,182	9,958	97.8	6,026	24,134	7,679*	4,487	2,915
Paulding	15,008	15,527	4,671	4,508	96.5	3,642	9,169	9,662*	1,050	488
Perry	28,956	31,087	8,640	8,260	95.6	6,708	17,474	3,842*	4,018	2,598
Pickaway	29,292	27,889	7,501	7,088	94.5	5,527	21,431	16,459*	1,914	990
Pike	14,576	16,113	4,082	3,719	91.1	2,373	6,037	2,959*	416	128
Portage	63,667	46,660	17,906	17,440	97.4	11,221	46,209	10,406*	10,825	7,298
Preble	26,989	23,329	7,858	7,607	96.8	5,743	18,203	15,054*	1,780	779
Putnam	25,159	25,016	6,967	6,779	97.3	5,621	19,477	18,591*	1,828	746
Richland	90,738	73,853	25,922	25,326	97.7	17,986	90,224	9,991*	30,053	21,416
Ross	54,317	52,147	14,830	14,089	95.0	10,270	39,831	10,677*	7,250	4,351
Sandusky	43,152	41,014	13,805	13,487	97.7	10,506	43,130	14,460*	10,269	6,038
Scioto	82,596	86,565	23,746	22,606	95.2	17,305	62,506	4,542*	18,854	10,854
Seneca	52,917	48,499	15,131	14,738	97.4	11,673	49,961	18,039*	12,953	7,981
Shelby	28,378	26,071	8,238	8,040	97.6	6,273	23,697	13,917*	6,330	3,911
Stark	282,060	234,887	79,925	78,167	97.8	56,730	276,724	15,518*	90,765	60,705
Summit	407,981	339,405	117,553	115,555	98.3	85,603	411,112	6,661*	140,253	104,734
Trumbull	158,252	132,315	43,795	42,744	97.6	30,285	120,691	9,396*	48,671	34,203
Tuscarawas	70,083	68,816	20,719	19,994	96.5	16,304	57,130	7,838*	13,852	8,418
Union	20,781	20,012	6,140	5,962	97.1	4,982	15,719	13,198*	1,831	986
Van Wert	26,906	26,759	8,401	8,199	97.6	6,750	25,035	14,729*	4,111	2,200
Vinton	10,735	11,573	3,032	2,786	91.9	1,920	3,638	1,283*	708	354
Warren	38,367	29,894	10,716	10,362	96.7	7,061	27,269	12,555*	5,047	3,228
Washington	43,645	43,537	13,377	12,615	94.3	9,151	31,331	6,525*	6,416	3,213
Wayne	58,542	50,520	15,949	15,391	96.5	11,428	55,630	22,076*	11,727	7,514
Williams	26,125	25,510	8,419	8,217	97.6	6,770	25,183	12,128*	4,728	2,622
Wood	59,408	51,796	16,825	16,438	97.7	12,926	43,920	25,190*	5,030	2,509
Wyandot	19,763	19,218	5,919	5,718	96.6	4,679	15,698	12,768*	2,239	1,157

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

again it's

MORE!
MORE!
MORE!

WLW-T*elevision delivers more viewers*

Mon. thru Fri.,	*Morning...* **76% MORE**
Mon. thru Fri.,	*Afternoon...* **77% MORE**
Sat. — Sun.,	*Morning & Afternoon...* **125% MORE**
Mon. thru Fri.,	*Evening...* **18% MORE**

36% **MORE** in all time classifications than all three of its next competitors.* For six consecutive months in 1951, WLW-Television delivered more viewers than the three leading competitors. "Operation Sunburst" offers advertisers an unusual opportunity to sell this greater audience. There's still time to take advantage of the "Sunburst" selling plan.

OHIO'S GREATEST TV OPERATION
in OHIO'S LARGEST TV MARKET
(542,000 TV Homes — July 1, 1951)

WLW-TELEVISION

*Source—Videodex
June, 1951

WLW-T	WLW-D	WLW-C
Channel 4	Channel 5	Channel 3
CINCINNATI	DAYTON	COLUMBUS

OKLAHOMA

SPOT RATE FINDER

ADA, Pontotoc, 8,998 homes, 90.1% radio, 8,107 radio homes.

KADA, 250w, 1230kc, ABC, Taylor, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

ALTUS, Jackson, 6,380 homes, 89.2% radio, 5,691 radio homes.

KWHW, 250w, 1450kc, MBS

D	2.70	3.60	9.00	13.50	21.60	36.00
N	2.70	3.60	9.00	13.50	21.60	36.00

ARDMORE, Carter, 10,988 homes, 87.8% radio, 9,647 radio homes.

KVSO, 250w, 1240kc, ABC, Taylor

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

BARTLESVILLE, Washington, 10,011 homes, 93.2% radio, 9,330 radio homes.

KWON, 250w, 1400kc, MBS

D	4.00	9.00	20.00	36.00	60.00
N	4.00	9.00	20.00	36.00	60.00

CHICKASHA, Grady, 10,549 homes, 88.1% radio, 9,294 radio homes.

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KWCO, 250w, 1560kc, MBS
(CP 1kw)

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.50	9.00	18.00	27.00	45.00
N	4.00	4.50	9.00	18.00	27.00	45.00

CLINTON, Custer, 6,382 homes, 89.9% radio, 5,737 radio homes.

KWOE, 1kw-D, 1320kc, LBS

D	4.00	5.50	8.75	17.50	33.60	56.00

CUSHING, Payne, 12,970 homes, 91.6% radio, 11,881 radio homes.

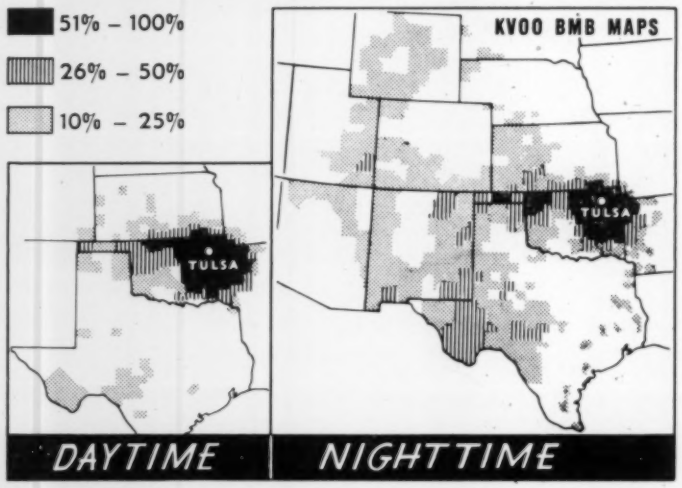
KWHP, 500w-D, 1600kc
(CP)
(No rates available)

(Continued on page 138)

The No. 1 Market in Oklahoma is

Blanketed

Only by KVOO



STATION INFORMATION: 1170 clear channel full-time. 50,000 Watts day and night. Standard and World transcription library. U.P. News. Operating time: 6 days a week, 5:25 a.m. to 2:30 a.m. Sundays, 7:30 a.m. to 2:30 a.m. Owned and operated by Southwestern Sales Corp., Philtower, Tulsa 3, Oklahoma. Wm. B. Way, General Manager; Gustav Brandborg, Assistant General and Commercial Manager. N. B. C. Affiliate.

The 1949 BMB report shows each of the 30 counties of the Tulsa Market Area of Northeast Oklahoma, plus 13 bonus counties in Kansas, Missouri and Arkansas are within the KVOO 51-100% daytime area. This report shows a KVOO radio family figure of 805,690 daytime and 1,279,200 nighttime. Note maps at left.

The KVOO Tulsa Market Area, comprising but 34.8% of the state's land area contains 54.7% of Oklahoma's industrial wage earners who receive 58.5% of the total wages earned by all industrial workers in the state.

This area also contains 46% of Oklahoma's retail sales; 44% of effective buying income; 47% of bank deposits. **HOOPER RATING:** latest over-all available (morning, afternoon and night) gives KVOO 37.2; station "B" 26.3; station "C" 15.5; station "D" 6.2; station "E" 6.0; station "F" (daytime only).

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

WKY
OKLAHOMA'S 1ST RADIO STATION
SERVING OKLAHOMA FOR 31 YEARS

MORE LISTENERS DAY AND NIGHT THAN ANY OTHER OKLAHOMA CITY RADIO STATION

336,280* daytime families

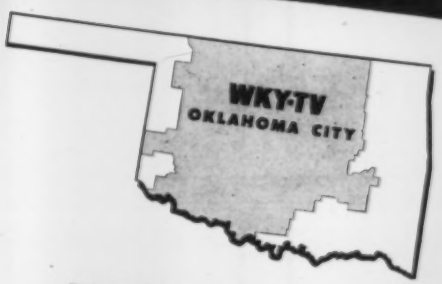
142,190* more families than the next closest station

292,120* nighttime families

113,940* more families than the next closest station

*Figures from latest BMB Audience Report

WKY-TV
OKLAHOMA'S 1ST TELEVISION STATION



PROVED REGULAR VIEWING RESPONSE FROM OVER HALF OF OKLAHOMA

Program schedules published by newspapers as far distant as Wichita, Kansas, 165 airline miles from Oklahoma City.

WKY AM 930 KC — NBC
TV CHANNEL 4
968 FT. TOWER
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

Represented by
THE KATZ AGENCY, INC.

OKLAHOMA

SPOT RATE FINDER

(Continued from page 136)

DUNCAN, Stephens, 10,325 homes, 88.7% radio, 9,158 radio homes.
KRHD, 250w-D, 100w-N, 1350kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.63	4.63	8.46	18.00	30.00	50.00
N	5.79	5.79	10.58	22.50	37.50	62.50

DURANT, Byran, 8,367 homes, 87.9% radio, 7,355 radio homes.
KSEO, 250w-D, 750kc, Conlan

D	3.00	4.50	6.00	18.00	27.00	40.00

KSEO-FM, Chan. 296, 107.3mc, 1kw, Bonus

ELK CITY, Beckham, 6,729 homes, 88.4% radio, 5,948 radio homes.
KASA, 250w, 1240kc, MBS

D	3.50	4.50	9.00	16.00	24.00	40.00
N	3.50	4.50	9.00	16.00	24.00	40.00

ENID, Garfield, 15,525 homes, 93.6% radio, 14,531 radio homes.

2 AM affiliates, average 1-time rate

D	5.44	5.70	11.87	19.00	28.50	47.50
N	7.68	8.55	17.81	28.50	42.75	71.25

KCRC, 1kw, 1390kc, ABC, Taylor, Conlan

D	6.00	6.00	12.50	20.00	30.00	50.00
N	9.00	9.00	18.75	30.00	45.00	75.00

KGWA, 1kw, 960kc, MBS, Rambeau

D	4.88	5.40	11.25	18.00	27.00	45.00
N	6.37	8.10	16.88	27.00	40.50	67.50

FREDERICK, Tillman, 5,675 homes, 89.6% radio, 5,085 radio homes.
KTAT, 250w-D, 1570kc, LBS, Best

D	2.25	5.00	9.00	18.00	30.00	51.00

GUYMON, Texas, 4,185 homes, 91.3% radio, 3,821 radio homes.
KGYN, 1kw-D, 1220kc, BMB, Conlan

D	3.95	5.70	10.00	18.00	33.00	57.00

HOBART, Kiowa, 6,059 homes, 89.8% radio, 5,441 radio homes.
KTJS, 250w-D, 1420kc

D	4.60	6.10	11.00	17.50	33.00	56.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

HUGO, Choctaw, 5,652 homes, 82.1% radio, 4,640 radio homes.
KIHN, 250w, 1340kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.75	6.30	12.60	21.00	35.00
N	3.00	3.75	6.30	12.60	21.00	35.00

LAWTON, Comanche, 15,355 homes, 88.3% radio, 13,558 radio homes.
KSWO, 1kw, 1380kc, ABC, Taylor, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

McALESTER, Pittsburg, 11,854 homes, 87.3% radio, 10,349 radio homes.
KNED, 1kw-D, 1460kc

D	5.00	6.00	10.00	20.00	35.00	60.00

KTMC, 250w, 1400kc, ABC, Taylor

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

MIAMI, Ottawa, 10,293 homes, 88.7% radio, 9,130 radio homes.
KGLC, 1kw, 910kc

D		3.00	6.00	12.00	18.00	30.00
N		4.00	8.00	15.00	25.00	45.00

MUSKOGEE, Muskogee, 19,067 homes, 86.6% radio, 16,512 radio homes.

2 AM affiliates, average 1-time rate

D	4.00	6.25	10.50	17.00	25.50	42.50
N	4.50	7.00	11.50	18.50	30.00	50.00

KBIX, 250w, 1490kc, ABC, Taylor, Conlan, BMB

D	4.00	6.00	10.00	16.00	24.00	40.00
N	4.00	6.00	10.00	16.00	24.00	40.00

KBIX-FM, Chan. 253, 98.5mc, 3.3kw, Bonus
KMUS, 1kw-D, 500w-N, 1380kc, MBS, Pearson

D	4.00	6.50	11.00	18.00	27.00	45.00
N	5.00	8.00	13.00	21.00	36.00	60.00

KMUS-FM, Chan. 268, 101.5mc, 8.5kw, Bonus

NORMAN, Cleveland, 10,601 homes, 92.0% radio, 9,753 radio homes.
KNOR, 250w, 1400kc

D	3.25	4.55	10.00	20.00	35.00	60.00
N	3.25	4.55	10.00	20.00	35.00	60.00

OKLAHOMA CITY, Oklahoma, 100,411 homes, 93.1% radio, 93,483 radio homes.

5 AM affiliates, average 1-time rate

D	15.25	15.40	18.35	39.20	63.20	109.00
N	25.00	20.67	30.00	71.75	114.50	193.75

2 AM non-affiliates, average 1-time rate

D	6.00	9.50	13.50	22.00	40.00	60.00

KBYE, 1kw-D, 890kc

D	6.00	9.00	15.00	24.00	40.00	60.00

KLPR, 1kw-D, 1140kc

	SB	1M	5M	15M	30M	1 Hr
D		10.00	12.00	20.00	40.00	

(1 hour rate on request)
KOCY, 250w, 1340kc, MBS, Walker

D		7.00	12.50	25.00	35.00	60.00
N		10.00	20.00	45.00	70.00	120.00

KOMA, 50kw, 1520kc, CBS, Avery-Knodel, Conlan

D	15.00	20.00	30.00	40.00	80.00	150.00
N	30.00	40.00	50.00	90.00	160.00	275.00

KOMA-FM, Chan. 290, 105.9mc, 2.10kw, Bonus
KTOK, 5kw-D, 1kw-N, 1000kc, ABC, Taylor

D	9.00	9.00	15.00	24.00	36.00	60.00
N	12.00	12.00	20.00	32.00	48.00	80.00

KTOW, 250w-D, 800kc, LBS, Forjoe

D	6.00	10.00	16.00	27.00	45.00	75.00

WKY, 5kw, 930kc, NBC, Katz

D	31.00	31.00		80.00	120.00	200.00
N	33.00			120.00	180.00	300.00

WKY-TV, Chan. 4, 6.2kw-aur.; 12.1kw-vis.; Katz

N				200.00	300.00	500.00

OKMULGEE, 13,083 homes, 87.0% radio, 11,382 radio homes.
KHBG, 250w, 1240kc, MBS, Pearson

D	4.80	6.00	9.60	16.00	28.00	48.00
N	5.60	8.00	12.00	20.00	36.00	60.00

PAULS VALLEY, Garvin, 8,301 homes, 85.8% radio, 7,122 radio homes.
KVLH, 250w-D, 1470kc, Best, LBS

D		3.00	9.00	12.00	24.00	40.00

PONCA CITY, Kay, 15,445 homes, 93.2% radio, 14,395 radio homes.
WBBZ, 250w, 1230kc, MBS

D	6.00	8.00	12.50	20.00	30.00	50.00
N	6.00	8.00	12.50	20.00	30.00	50.00

PRYOR, Mayes, 5,968 homes, 85.5% radio, 5,103 radio homes.
KOLS, 250w-D, 1570kc

D	1.50	2.50	5.00	12.00	22.00	40.00

SEMINOLE, Seminole, 11,441 homes, 89.3% radio, 10,217 radio homes.
KWSH, 1kw, 1260kc, MBS, BMB

D	6.00	6.00	9.00	15.00	25.00	40.00
N	6.00	6.00	9.00	15.00	25.00	40.00

SHAWNEE, Pottawatomie, 13,507 homes, 90.0% radio, 12,156 radio homes.
KGFF, 250w, 1450kc, LBS, Taylor

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

STILLWATER, Payne, 12,970 homes, 91.6% radio, 11,881 radio homes.
KSPI, 250w-D, 780kc, MBS, Ra-Tel

D	4.00	6.00	9.00	15.00	25.00	40.00
N	6.00	9.00	12.00	20.00	30.00	50.00

KSPI-FM, Chan. 230, 93.9mc, 11kw, Ra-Tel Bonus

TULSA, Tulsa, 74,866 homes, 93.9% radio, 70,299 radio homes.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	13.75	13.75	26.38	45.25	68.50	117.50
N	27.00	27.00	51.75	88.50	134.00	230.00

2 AM non-affiliates, average 1-time rate

D	6.00	8.50	13.50	26.50	42.00	70.00

KAKC, 1kw, 970kc, Walker

D	6.00	9.00	12.00	21.00	36.00	60.00
N	7.00	12.00	20.00	35.00	60.00	100.00

KAKC-FM, Chan. 238, 95.5mc, 8.2kw, Bonus
KFMJ, 1kw-D, 1050kc, Dora-Clayton, Ind. Sales

D		8.00	15.00	32.00	48.00	80.00

KOME, 5kw-D, 1kw-N, 1300kc, MBS, Pearson

D	9.00	9.00	18.00	36.00	54.00	90.00
N	16.00	16.00	32.00	64.00	96.00	160.00

KRMG, 50kw-D, 25kw-N, 740kc, ABC, Blair

D	14.00	14.00	25.00	45.00	70.00	130.00
N	28.00	28.00	50.00	90.00	140.00	260.00

KTUL, 5kw, 1430kc, CBS, Avery-Knodel, BMB Hooper

D	12.00	12.00	20.00	40.00	60.00	100.00
N	24.00	24.00	40.00	80.00	120.00	200.00

KTUL-FM, Chan. 246, 97.1mc, 2.6kw, Bonus
KVOO, 50kw, 1170kc, NBC, Petry, BMB Hooper

D	20.00	20.00	42.50	60.00	90.00	150.00
N	40.00	40.00	85.00	120.00	180.00	300.00

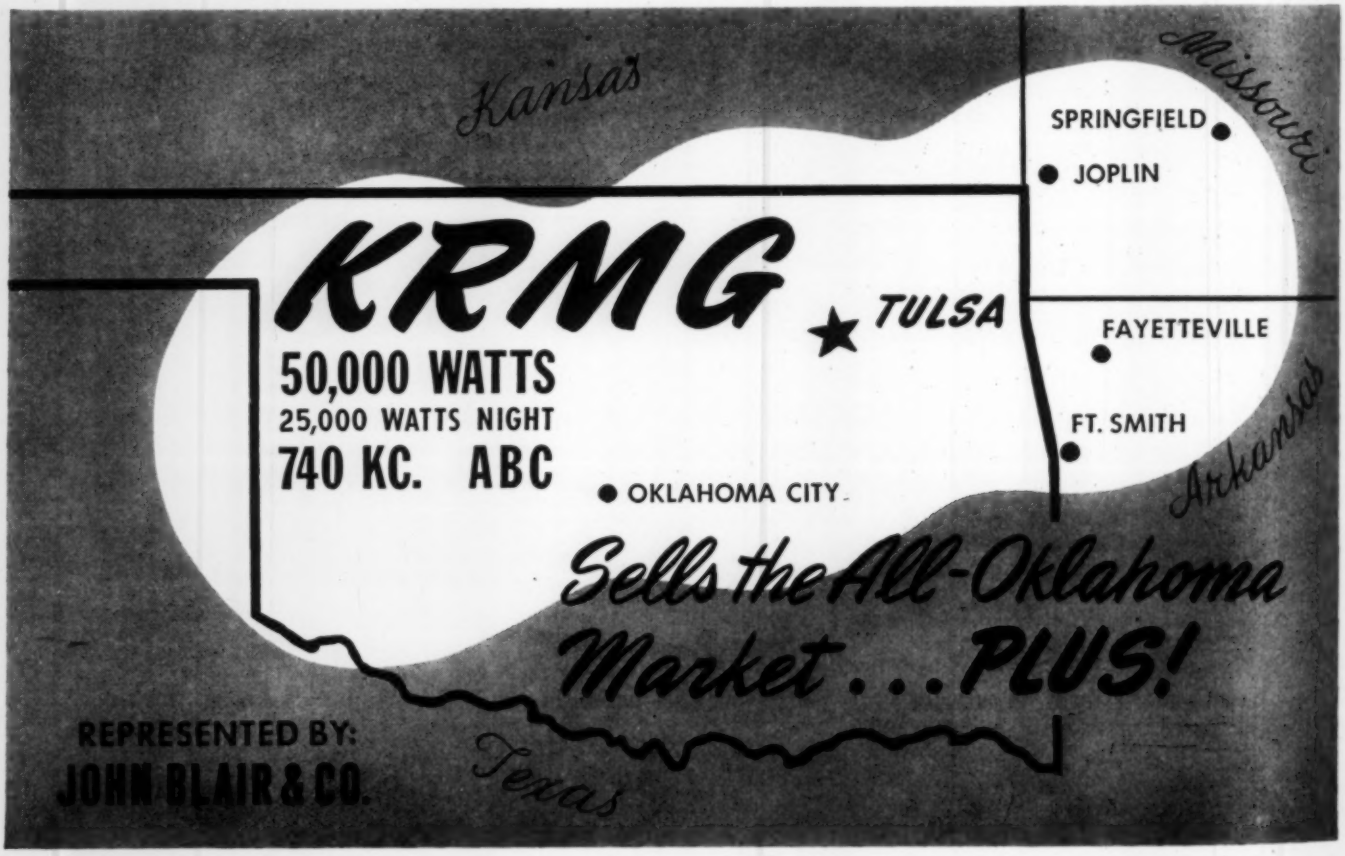
KOTV (TV), Chan. 6, 8.5kw-aur.; 16.55kw-vis. ABC, CBS, NBC, DuMont, Young

D	60.00	60.00	75.00	120.00	180.00	300.00
N	100.00	100.00	125.00	200.00	300.00	500.00

WOODWARD, Woodward, 4,236 homes, 90.1% radio, 3,817 radio homes.
KSIW, 250w, 1450kc, MBS

D	3.50	5.25	8.00	16.00	24.00	40.00
N	3.50	5.25	8.00	16.00	24.00	40.00

get all the facts on
ALTUS
by contacting
HIL F. BEST
representing
RadioStationKWHW



KTOK

Oklahoma City

*the ABC station in oklahoma's first market

represented nationally by:

the O. L. TAYLOR CO.
new york
chicago
dallas

OKLAHOMA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Pay rolls 1st Qu 1948 ($000
Adair	14,766	15,755	3,721	3,025	81.3	1,412	3,939	1,941*	414	
Alfalfa	10,631	14,129	3,536	3,288	93.0	3,127	8,019	13,611*	721	
Atoka	14,248	18,702	3,817	3,092	81.0	1,787	5,518	2,282*	2,031	
Beaver	7,399	8,648	2,391	2,154	90.1	1,578	4,025	15,527*	326	
Beckham	21,596	22,169	6,729	5,948	88.4	3,924	20,082	10,677*	1,994	
Blaine	14,991	18,542	4,794	4,243	88.5	3,125	11,633	11,594*	1,239	
Bryan	28,938	38,138	8,367	7,355	87.9	5,643	18,002	5,489*	1,952	
Caddo	34,839	41,567	10,245	9,057	88.4	6,526	23,282	16,517*	2,040	
Canadiau	25,616	27,329	7,497	6,942	92.6	5,427	19,234	11,419*	2,076	
Carter	36,335	43,292	10,988	9,647	87.8	7,121	29,115	3,812*	5,029	
Cherokee	18,932	21,030	5,005	4,004	80.0	1,821	6,340	1,835*	501	
Choctaw	20,295	28,358	5,652	4,640	82.1	3,091	9,464	2,331*	1,151	
Cimarron	4,579	3,654	1,419	1,273	89.7	671	4,457	8,140*	202	
Cleveland	41,393	27,728	10,601	9,753	92.0	5,087	22,606	3,634*	2,707	
Coal	8,035	12,811	2,249	1,900	84.5	1,430	2,848	2,037*	230	
Comanche	54,863	38,988	15,355	13,558	88.3	6,259	41,264	7,155*	5,115	
Cotton	10,168	12,884	3,171	2,844	89.7	2,167	7,030	5,592*	826	
Craig	18,242	21,083	4,526	3,924	86.7	2,932	9,244	3,962*	1,134	
Creek	43,072	55,503	13,227	11,679	88.3	9,417	27,227	4,614*	4,134	
Custer	21,065	23,068	6,382	5,737	89.9	4,340	20,204	13,455*	2,287	
Delaware	14,732	18,592	4,864	4,066	83.6	2,038	3,054	2,728*	374	
Dewey	8,780	11,981	2,814	2,513	89.3	2,001	5,201	6,910*	276	
Ellis	7,304	8,466	2,301	2,080	90.4	1,544	4,976	7,393*	334	
Garfield	52,774	45,484	15,525	14,531	93.6	10,767	58,881	15,101*	9,014	
Garvin	29,433	31,150	8,301	7,122	85.8	4,026	20,429	8,402*	1,765	
Grady	34,761	41,116	10,549	9,294	88.1	6,869	25,166	11,922*	2,968	
Grant	10,465	13,128	3,442	3,270	95.0	3,117	6,742	14,948*	598	
Greer	11,701	14,550	3,604	3,150	87.4	2,466	8,207	5,790*	731	
Harmon	8,078	10,019	2,483	2,220	89.4	1,716	5,929	5,878*	368	
Harper	5,880	6,454	1,866	1,685	90.3	1,141	4,914	6,839*	294	
Haskell	13,307	17,324	3,500	2,993	85.5	1,964	4,642	2,309*	452	
Hughes	20,648	29,189	5,922	5,170	87.3	4,146	11,772	4,303*	1,301	
Jackson	19,886	22,708	6,380	5,691	89.2	4,233	17,285	9,318*	1,610	
Jefferson	11,112	15,107	3,428	3,010	87.8	2,234	6,629	5,792*	498	
Johnston	10,586	15,960	3,089	2,669	86.4	1,863	3,100	2,915*	221	
Kay	48,922	47,084	15,445	14,395	93.2	10,620	42,959	9,973*	8,238	
Kingfisher	12,874	15,617	4,169	3,785	90.8	3,065	13,001	13,185*	919	
Kiowa	18,908	22,817	6,059	5,441	89.8	4,179	16,184	13,049*	1,460	
Latimer	9,647	12,380	2,673	2,245	84.0	1,362	2,978	771*	243	
Le Flore	35,225	45,866	9,901	8,376	84.6	5,425	13,869	3,107*	1,853	
Lincoln	22,017	29,529	6,884	6,037	87.7	4,470	13,827	5,370*	1,233	
Logan	22,053	25,245	7,006	6,263	89.4	4,746	15,341	5,472*	1,692	
Love	7,728	11,433	2,205	1,918	87.0	1,471	3,015	2,472*	177	
McClain	14,608	19,250	4,246	3,686	86.8	2,724	7,262	5,967*	482	
McCurtain	31,504	41,318	8,507	6,865	80.7	3,704	12,115	2,981*	2,097	
McIntosh	17,824	24,097	4,882	4,140	84.8	2,496	6,757	4,874*	431	
Major	10,261	11,946	3,065	2,737	89.3	2,057	6,486	8,843*	555	
Marshall	8,151	12,384	2,574	2,245	87.2	1,646	4,017	1,795*	818	
Mayes	19,601	21,668	5,968	5,103	85.5	2,754	8,997	3,619*	971	
Murray	10,742	13,841	3,467	3,041	87.7	2,043	6,730	2,310*	891	
Muskogee	65,386	65,914	19,067	16,512	86.6	10,428	45,641	7,056*	9,667	
Noble	12,181	14,826	4,009	3,668	91.5	3,070	9,574	6,196*	928	
Nowata	12,708	15,774	3,903	3,400	87.1	2,588	6,550	3,709*	1,133	
Okfuskee	16,968	26,279	4,962	4,218	85.0	3,237	7,551	5,718*	775	
Oklahoma	322,520	244,159	100,411	93,483	93.1	57,392	358,662	6,271*	81,618	
Okmulgee	44,513	50,101	13,083	11,382	87.0	8,091	28,596	4,652*	7,269	
Osage	32,994	41,502	10,340	9,440	91.3	7,600	17,384	15,520*	1,604	
Ottawa	32,000	35,849	10,293	9,130	88.7	6,664	23,095	2,857*	5,462	
Pawnee	13,508	17,395	4,025	3,566	88.6	2,897	7,178	4,905*	760	
Payne	46,285	36,057	12,970	11,881	91.6	7,465	32,459	4,712*	4,374	
Pittsburg	40,949	48,985	11,854	10,349	87.3	6,966	27,524	4,428*	2,919	
Pontotoc	30,730	39,792	8,998	8,107	90.1	6,605	27,023	3,564*	4,764	
Pottawatomie	43,779	54,377	13,507	12,156	90.0	9,776	34,708	5,195*	5,363	
Pushmataha	11,961	19,466	3,502	2,742	78.3	1,918	4,778	1,563*	359	
Roger Mills	7,412	10,736	2,272	1,974	86.9	1,564	2,922	7,036*	137	
Rogers	19,622	21,078	5,678	4,923	86.7	3,118	9,849	3,939*	1,115	
Seminole	40,655	61,201	11,441	10,217	89.3	9,746	15,120		4,342	
Sequoyah	19,477	23,138	4,895	3,999	81.7	1,915	28,154	2,833*	433	
Stephens	33,956	31,090	10,325	9,158	88.7	5,143	29,573	5,711*	4,598	
Texas	14,227	9,896	4,185	3,821	91.3	1,919	15,620	17,873*	1,280	
Tillman	17,531	20,754	5,675	5,085	89.6	3,770	14,490	12,830*	1,092	
Tulsa	248,658	193,363	74,866	70,299	93.9	44,945	269,240	8,819*	67,103	
Wagoner	16,737	21,642	4,618	3,764	81.5	2,285	6,536	7,186*	415	
Washington	32,923	30,559	10,011	9,330	93.2	6,766	28,028	3,091*	10,439	
Washita	17,577	22,279	5,416	4,901	90.5	4,067	10,240	17,627*	684	
Woods	14,502	14,915	4,576	4,237	92.6	3,244	14,546	10,614*	1,254	
Woodward	14,376	16,270	4,236	3,817	90.1	2,803	13,314	8,457*	1,424	

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $00

* * *

MARKET INDICATORS FOR OKLAHOMA

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	2,233,351	'50	2,336,434	'40
% of U. S.	1.5%	'50	1.77%	'40
Homes	663,908	'50	589,919	'40
Percent Radio	89.5%	'50	68.8%	'40
Radio Homes	594,198	'50	405,754	'40
Retail Sales	$1,732,068,000	'50	1,634,205,000	'48
Retail Trade Employes	87,592	'48	62,774	'39
Wholesale Sales Volume	$1,719,811,000	'48	461,500,000	'39
Wholesale Trade Employes	25,019	'48	16,234	'39
Manufacturing Employment (Mid-March)			60,229	'47
Manufacturing Taxable Payroll (1st Quarter)			$37,870,000	'47
Income	$2,297,000,000	'49	829,000,000	'40
Percent distribution	1.16%	'49	1.09%	'40
Per Capita Income	$ 1,068	'49	356	'40
Percent of national per capita income	80%	'49	62%	'40
New Construction (Private)	$ 177,600,000	'47	44,400,000	'39
Residential	$ 75,200,000	'47	22,600,000	'39
Non-Residential	$ 34,200,000	'48	4,600,000	'39
Automobile Registration	831,368	'50	683,465	'48
Telephones	572,600	'50	343,000	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see **foreword.**

OREGON

SPOT RATE FINDER

ALBANY, Linn, 15,918 homes, 96.7% radio, 15,393 radio homes.
KWIL, 250w, 1240kc, MBS, Keating

	SB	1M	5M	15M	30M	1 Hr
D	4.12	4.12	6.00	10.00	15.00	25.00
N	5.50	5.50	8.50	14.00	21.00	35.00

KWIL-FM, Chan. 269, 101.7mc, 0.71kw, Bonus

ASHLAND, Jackson, 18,989 homes, 97.2% radio, 18,457 radio homes.
KWIN, 250w, 1400kc, Grant

D	3.09	4.12	6.00	12.00	18.00	30.00
N	4.12	5.50	8.50	16.00	24.00	40.00

ASTORIA, Clatsop, 11,845 homes, 97.4% radio, 11,537 radio homes.

2 AM affiliates, average 1-time rate

D	4.56	4.12	6.75	11.00	16.50	27.50
N	5.75	5.50	8.25	15.00	22.50	37.50

KAST, 1kw, 1370kc, MBS, KBS, McHugh Jr.

D	5.00		7.50	12.00	18.00	30.00
N	6.00		8.00	16.00	24.00	40.00

KVAS, 250w-D, 1050kc, LBS

D	4.12	4.12	6.00	10.00	15.00	25.00
N	5.50	5.50	8.50	14.00	21.00	35.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

BAKER, Baker, 5,360 homes, 96.3% radio 5,162 radio homes.
KBKR, 250w, 1490kc

	SB	1M	5M	15M	30M	1 H
D	3.75	3.75	5.50	10.75	18.00	30.0
N	3.75	3.75	5.50	10.75	18.00	30.0

BEND, Deschutes, 6,854 homes, 97% radio 6,648 radio homes.
KBND, 1kw, 1270kc, MBS, Grant, Conlan

D	5.00	5.00	7.00	14.00	21.00	35.0
N	6.00	6.00	8.50	16.00	24.00	40.0

COOS BAY, Coos, 13,225 homes, 97% radio 12,828 radio homes.
KOOS, 250w, 1230kc, MBS, Keating, O'Conne

D	3.50	5.25	7.00	14.00	21.00	35.0
N	4.00	6.00	8.00	16.00	24.00	40.0

COQUILLE, Coos, 13,225 homes, 97% radio 12,828 radio homes.
KWRO, 250w, 1450kc, Gene Grant

D	3.00	4.50	6.00	12.00	18.00	30.0
N	3.50	5.25	7.00	14.00	21.00	35.0

CORVALLIS, Benton, 8,861 homes, 97.8% radio, 8,666 radio homes.
KRUL, 250w, 1340kc, LBS, Keating, Vikin Network

D	4.50	4.50	6.50	14.00	21.00	35.0
N	3.60	3.60	5.20	11.20	16.80	28.0

THE DALLES, Wasco, 4,969 homes, 96.9% radio, 4,815 radio homes.

(Continued on page 142)

WE REPEAT – A STORY of LEADERSHIP*

* Last year, a leading Tulsa Advertising Agency made a study of the EFFECTIVENESS of Radio in the TULSA MARKET. The survey disclosed some startling facts! On the basis of that survey, KTUL issued the "Story of Leadership."

Now, a year later, KTUL is proud to REPEAT THE STORY!

Just add the TULSA COUNTY picture (pointed up here) to the entire KTUL coverage, with its increases in every county—the answer, in GREAT BIG CAPITAL LETTERS: — KTUL, TODAY, IS STILL A BIGGER BUY THAN EVER BEFORE!

The Radio Business — like all others—is CONTROLLED BY THE SAME RISING COSTS OF OPERATION.

There is NO VALID REASON why radio advertising dollars—alone of all business dollars — should REMAIN CONSTANT!

EVEN SO — KTUL, today, COSTS YOU NO MORE (even less).

A Story of Leadership

WHEN TULSA HAD ONLY THREE RADIO STATIONS
December 1943 through April 1944 HOOPER REPORT Showed:

Time	KTUL Share of Audience	No. of Homes Reached by KTUL	KTUL 15-min. Cost (Maximum discount)	KTUL Cost Per 1,000 Homes
Morning 8:00-12:00 a.m.	26.2	2,264	$24.50	$10.82
Afternoon 12:00-6:00 p.m.	17.4	1,932	$24.50	$12.68
Evening 6:00-10:00 p.m.	26.7	5,832	$49.00	$ 8.40

Today

TULSA HAS 6 AM RADIO, 1 TV AND 3 FM RADIO STATIONS
(Figures from Current January 1951 through April 1951 HOOPER REPORT)

Time	KTUL Share of Audience	No. of Homes Reached by KTUL	KTUL 15-min. Cost (Maximum discount)	KTUL Cost Per 1,000 Homes
Morning 8:00-12:00 a.m.	22.9	3,621	$28.00	$7.73
Afternoon 12:00-6:00 p.m.	18.3	2,936	$28.00	$9.54
Evening 6:00-10:00 p.m.	30.7	6,630	$56.00	$8.45

(The above are TULSA COUNTY figures ONLY.
Add the entire KTUL coverage for the FULL STORY)

KTUL TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, *Vice Pres. & Gen. Mgr.*

Eastern Oklahoma's *only* CBS Station

Affiliated with KFPW, Fort Smith, Ark., and KOMA, Oklahoma City.

It's A Fact!

PROMOTION PAYS!

in

EUGENE,

The Oregon Market
2nd **Only** to Portland

KERG

The Register-Guard Radio Station

gives
an unmatched

PROMOTION BONUS

Combined with Complete Coverage of one of the top 200 Markets in the Nation*, with "Preferred City" rating*.

KERG

1000 watts **1280 kc**

EUGENE, OREGON

LBS

Liberty Broadcasting System

*Sales Management

OREGON

SPOT RATE FINDER

(Continued from page 140)

KODL, 250w-D, 100w-N, 1230kc, LBS, Keating

	SB	1M	5M	15M	30M	1 Hr
D	2.00	2.90	8.65	13.80	23.00	40.25
N	2.00	2.90	8.65	13.80	23.00	40.25

EUGENE, Lane, 38,205 homes, 97.6% radio, 37,288 radio homes.

3 AM affiliates, average 1-time rate

D	5.67	5.67	9.67	16.00	23.67	39.67
N	7.67	7.67	13.67	22.67	34.00	53.33

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KASH, 1kw, 1600kc, Cooke

	SB	1M	5M	15M	30M	1 Hr
D		7.50	15.00	22.00	38.00	60.00
N		8.50	19.20	28.80	43.20	72.00

KERG, 1kw, 1280kc, LBS

D	5.00	5.00	8.50	14.00	21.00	35.00
N	6.00	6.00	12.00	20.00	30.00	50.00

KORE, 250w, 1450kc, MBS, McKinney, Conlan

D	6.00	6.00	10.00	17.00	25.00	42.00
N	8.50	8.50	14.50	24.00	36.00	50.00

KUGN, 1kw, 590kc, ABC, Meeker

D	6.00	6.00	10.50	17.00	25.00	42.00
N	8.50	8.50	14.50	24.00	36.00	60.00

KUGN-FM, Chan. 256, 99.1mc, 356w, Bonus

FOREST GROVE, Washington, 19,416 homes, 97.9% radio 19,008 radio homes.

KFGR, 250w-D, 1570kc, BMB

D	3.60	3.60	6.25	9.00	15.00	25.00
N	3.60	3.60	6.25	9.00	15.00	25.00

GRANTS PASS, Josephine, 8,808 homes, 95.6% radio, 8,420 radio homes.

KUIN, 250w, 1340kc, MBS, Grant, BMB

D	4.32	4.32	6.48	10.80	16.20	27.00
N	6.40	6.40	9.60	16.00	24.00	40.00

KGPO (FM), Chan. 245, 96.9mc, 3.1kw, Bonus

HOOD RIVER, Hood River, 5,310 homes, 97.9% radio 5,198 radio homes.

	SB	1M	5M	15M	30M	1 Hr
D	2.80	2.80	6.20	10.00	14.95	24.8
N	3.10	3.10	6.90	11.10	16.60	27.7

KIHR, 250w, 1340kc

KLAMATH FALLS, Klamath, 13,805 homes, 97.6% radio, 13,474 radio homes.

2 AM affiliates, average 1-time rate

D	5.00	5.50	10.62	16.88	25.88	39.3
N	5.35	5.92	11.50	18.12	28.37	41.8

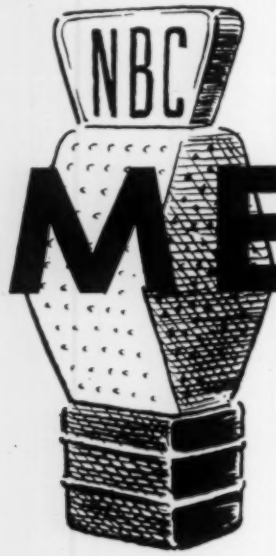
KFJI, 5kw-D, 1kw-N, 1150kc, MBS, Grant

D	5.00	5.00	11.25	18.75	26.75	43.7
N	5.00	5.00	11.25	18.75	26.75	43.7

KFLW, 250w, 1450kc, ABC, Everett-McKinney, Hooper

D	5.00	6.00	10.00	15.00	25.00	35.0
N	5.70	6.85	11.75	17.50	30.00	40.0

(Continued on page 144)



KMED

CONLAN SURVEY —

KMED	50.5%
Station B	35.0%
Station C	8.7%
Others	5.8%

NBC

5000 WATTS

KMED IS THE ONLY NBC STATION SERVING THE ENTIRE SOUTHERN OREGON—NORTHERN CALIFORNIA MARKET

MEDFORD

Represented Nationally by Robert Meeker Associates, Inc.

New York Chicago Los Angeles San Francisco Lancaster

1940-1950 JACKSON COUNTY:

RETAIL SALES INCREASE: 241.6%

POPULATION INCREASE: 75.7%

RADIO HOMES: 97.2%

the TOUR TEST proves

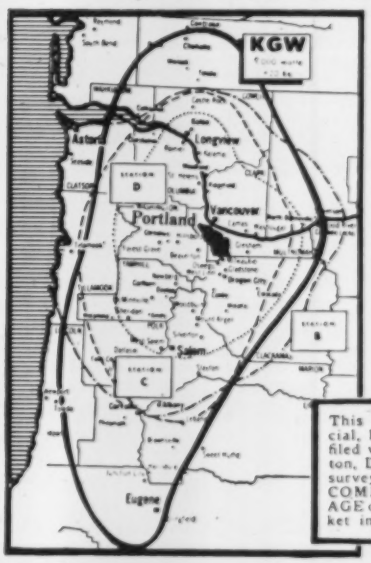
KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE ....in the OREGON MARKET

Eugene, Oregon's third largest city, viewed by Miss KGW from atop Skinner's Butte, is a thriving lumber, manufacturing and distribution center, serving the Cascade and Southern Oregon region. KGW Tour Test, conducted in cooperation with Oregon Motor Association, proves Eugene is another great market area reached by KGW's Comprehensive Coverage. In second picture, Neil Chase, grandson of the founder of Chase Gardens shows Miss KGW some orchids, of which his firm is a leading grower.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

No other Portland radio station, regardless of power, reaches as many radio families or provides a greater coverage area. KGW's efficient 620 frequency is beamed to cover Oregon's Willamette Valley and Southwestern Washington. BMB surveys prove KGW is doing just that!

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW
NBC AFFILIATE
30th YEAR

PORTLAND, OREGON
ON THE EFFICIENT 620 FREQUENCY
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

OREGON

SPOT RATE FINDER

(Continued from page 142)

LA GRANDE, Union, 5,779 homes, 97.2% radio, 5,617 radio homes.
KLBM, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	3.75	3.75	5.50	10.75	18.00	30.00
N	3.75	3.75	5.50	10.75	18.00	30.00

LEBANON, Linn, 15,918 homes, 96.7% radio, 15,393 radio homes.
KGAL, 1kw, 930kc, Western Radio Sales

D		6.00	8.25	17.50	35.00	60.00
N		6.00	8.25	17.50	35.00	60.00

McMINNVILLE, Yamhill, 10,305 homes, 97.8% radio, 10,078 radio homes.
KMCM, 1kw, 1260kc

D	3.50	3.85	7.50	12.00	18.00	30.00
N	3.75	4.13	8.50	14.00	21.00	35.00

MEDFORD, Jackson, 18,989 homes, 97.2% radio, 18,457 radio homes.

2 AM affiliates, average 1-time rate

D	7.00	7.00	9.60	19.20	28.80	48.00
N	9.00	9.00	14.00	28.00	42.00	70.00

KMED, 5kw-D, 1kw-N, 1440kc, NBC, Meeker, Conlan

D	9.00	9.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

KYJC, 250w, 1230kc, ABC, Grant, McHugh

D	5.00	5.00	7.20	14.40	21.60	36.00
N	6.00	6.00	12.00	24.00	36.00	60.00

NEWPORT, Lincoln, 8,544 homes, 97% radio, 8,288 radio homes.
KNPT, 1kw, 1310kc, LBS, Viking Network, Keating, West Coast Radio Sales

D	3.50	5.25	7.00	14.00	21.00	35.00
N	4.00	6.00	8.00	16.00	24.00	40.00

NORTH BEND, Coos, 13,225 homes, 97% radio, 12,828 radio homes.
KFIR, 250w, 1340kc, LBS, West Coast Radio Sales

D	5.25	5.25	7.00	14.00	21.00	35.00
N	6.00	6.00	8.00	16.00	24.00	40.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

ONTARIO, Malheur, 6,551 homes, 96.1% radio, 6,296 radio homes.
KSRV, 1kw, 1380kc, Conlan

	SB	1M	5M	15M	30M	1 Hr
D		5.00	7.00	14.00	21.00	35.00
N		5.00	7.00	14.00	21.00	35.00

OREGON CITY, Clackamas, 28,975 homes, 98.2% radio, 28,453 radio homes.
KGON, 250w, 1230kc, LBS, McGillvra

D	7.00	7.00	12.00	24.00	36.00	60.00
N	7.00	7.00	12.00	24.00	36.00	60.00

PENDLETON, Umatilla, 13,109 homes, 97.1% radio, 12,729 radio homes.
KWRC, 250w, 1240kc

D	2.30	3.35	9.95	15.15	27.50	45.00
N	2.30	3.35	9.95	15.15	27.50	45.00

PORTLAND, Multnomah, 153,438 homes, 97.3% radio, 149,295 radio homes.

4 AM affiliates, average 1-time rate

D	17.67	24.88	28.33	37.50	63.25	115.50
N	35.00	48.75	56.67	73.75	126.75	231.25

4 AM non-affiliates, average 1-time rate

D	7.25	8.00	14.67	26.00	46.53	85.33

KBKO, 1kw-D, 1290kc, Forjoe

D	6.00	7.50	15.00	24.00	39.60	66.00

KEX, 50kw, 1190kc, ABC, Free & Peters, Hooper, BMB

D	20.00	25.00		40.00	67.00	112.00
N	40.00	50.00		80.00	135.00	225.00

KEX-FM, Chan. 222, 92.3mc, 56kw, Free & Peters, Bonus

KGW, 5kw, 620kc, NBC, Petry

D	20.00	27.50	32.50	40.00	66.00	110.00
N	40.00	55.00	65.00	80.00	132.00	220.00

KOIN, 5kw, 970kc, CBS, Avery-Knodel, Hooper, BMB

D	20.00	30.00	32.50	40.00	75.00	150.00
N	40.00	60.00	65.00	75.00	150.00	300.00

KOIN-FM, Chan. 266, 101.1mc, 48.6kw, Bonus

KPDQ, 1kw-D, 800kc

D		8.00	14.00	24.00	40.00	70.00

KPFM (FM), Chan. 246, 97.1mc, 1.6kw

D	(Storecasting)					
N				30.00	45.00	75.00

KPOJ, 5kw, 1330kc, MBS, Don Lee, Blair, Hooper, BMB

D	10.00	15.00	20.00	30.00	45.00	90.00
N	20.00	30.00	40.00	60.00	90.00	180.00

* * *

KPOJ-FM, Chan. 254, 98.7mc, 50kw, Blair, Bonus

KWJJ, 10kw, 1080kc, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D		7.50	15.00	31.25	50.00	93.75
N		10.00	25.00	50.00	75.00	125.00

KXL, 10kw, 750kc, Walker

D	8.50	8.50	15.00	30.00	60.00	120.00
N	8.50	8.50	15.00	30.00	60.00	120.00

PRINEVILLE, Crook, 2,649 homes, 97.5% radio, 2,583 radio homes.
KRCO, 1kw-D, 690kc, Grant, Conlan

D	6.00	5.00	10.00	20.00	30.00	50.00

ROSEBURG, Douglas, 16,028 homes, 97% radio, 15,547 radio homes.
KRNR, 250w, 1490kc, MBS, Keating

D	3.25	4.65	9.50	12.00	16.00	25.00
N	5.00	6.25	11.50	14.00	21.00	35.00

* * *

KRXL, 250w, 1240kc, (No rates available)

SALEM, Marion, 30,047 homes, 97.9% radio, 29,416 radio homes.
KOCO, 250w, 1490kc, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	16.00	24.00	40.00
N	6.00	6.00	12.00	20.00	30.00	50.00

KSLM, 1kw, 1390kc, MBS, McKinney, Keating

D	5.00	6.00	10.00	16.00	24.00	40.00
N	7.50	9.00	15.00	24.00	36.00	60.00

TILLAMOOK, Tillamook, 7,500 homes, 97.4% radio, 7,305 radio homes.
KTIL, 250w, 1590kc

D	2.20	2.65	5.60	10.55	16.50	26.40
N	3.10	3.55	6.60	13.20	19.80	33.00

* * *

MARKET INDICATORS FOR OREGON

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	1,521,341	'50	1,089,684	'40
% of U. S.	1.0%	'50	0.83%	'40
Homes	488,575	'50	327,806	'40
Percent Radio	97.4%	'50	88.7%	'40
Radio Homes	475,872	'50	290,641	'40
Retail Sales	$1,679,485,000	'50	1,590,621,000	'48
Retail Trade Employes	71,002	'48	43,909	'39
Wholesale Sales Volume	$1,886,737,000	'48	441,300,000	'39
Wholesale Trade Employes	29,350	'48	15,894	'39
Manufacturing Employment (Mid-March)			118,146	'47
Manufacturing Taxable Payroll (1st Quarter)			$82,950,000	'47
Income	$2,095,000,000	'49	633,000,000	'40
Percent distribution	1.06%	'49	0.84%	'40
Per Capita Income	$ 1,448	'49	579	'40
Percent of national per capita income	109%	'49	101%	'40
New Construction (Private)	$ 225,500,000	'50	30,000,000	'39
Residential	$ 137,400,000	'50	14,400,000	'39
Non-Residential	$ 39,900,000	'50	6,800,000	'39
Automobile Registration	689,447	'50	574,331	'45
Telephones	438,200	'50	258,100	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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OREGON RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr 1948 ($000)
Baker	16,067	18,297	5,360	5,162	96.3	4,413	17,534	8,097*	2,544	1,512
Benton	31,524	18,629	8,861	8,666	97.8	4,828	27,068	7,195*	4,322	2,611
Clackamas	86,574	57,130	28,975	28,453	98.2	15,303	53,687	19,848	8,254	5,138
Clatsop	30,571	24,697	11,845	11,537	97.4	6,572	36,287	2,148,740	6,804	4,337
Columbia	22,869	20,971	7,538	7,380	97.9	5,278	17,598	4,537,587	4,212	2,998
Coos	41,558	32,466	13,225	12,828	97.0	8,364	48,550	6,487*	9,936	7,826
Crook	8,923	5,533	2,649	2,583	97.5	1,273	6,940	5,046,737	1,450	1,128
Curry	5,997	4,301	2,136	2,057	96.3	986	4,997	2,475*	609	317
Deschutes	21,691	18,631	6,854	6,648	97.0	4,570	32,783	3,837,880	4,257	3,149
Douglas	54,064	25,728	16,028	15,547	97.0	6,289	49,197	5,933,312	9,782	6,928
Gilliam	2,804	2,844	909	885	97.4	661	3,803	7,591*	523	172
Grant	8,275	6,380	2,499	2,442	97.7	1,583	7,305	3,866,570	1,133	756
Harney	6,068	5,374	1,930	1,849	95.8	1,285	7,711	3,697*	1,052	973
Hood River	12,761	11,580	5,310	5,198	97.9	2,942	13,132	5,825,703	1,571	959
Jackson	58,494	36,213	18,989	18,457	97.2	9,641	65,290	16,057*	9,788	6,448
Jefferson	5,505	2,042	1,636	1,584	96.8	468	4,133	2,373*	354	244
Josephine	26,313	16,301	8,808	8,420	95.6	4,005	29,417	6,433*	4,000	2,668
Klamath	42,014	40,497	13,805	13,474	97.6	10,151	59,111	22,305*	8,776	5,830
Lake	6,637	6,293	2,384	2,289	96.0	1,492	9,056	4,247*	1,040	728
Lane	125,057	69,096	38,205	37,288	97.6	17,816	131,970	19,266*	23,563	16,111
Lincoln	21,180	14,549	8,544	8,288	97.0	3,418	19,860	1,527,566	4,161	2,536
Linn	53,622	30,485	15,918	15,393	96.7	7,260	53,563	18,553*	10,815	6,997
Malheur	23,142	19,767	6,551	6,296	96.1	4,013	25,212	25,578*	2,198	1,308
Marion	100,379	75,246	30,047	29,416	97.9	18,499	107,360	34,490*	13,898	9,013
Morrow	4,739	4,337	1,515	1,488	98.2	1,008	4,822	7,453,062	384	249
Multnomah	468,571	355,099	153,438	149,295	97.3	106,855	638,497	10,536*	149,241	105,089
Polk	26,184	19,989	9,270	9,048	97.6	4,819	15,772	12,814*	3,829	2,633
Sherman	2,260	2,321	691	683	98.9	618	2,247	5,963,360	189	73
Tillamook	18,536	12,263	7,500	7,305	97.4	3,059	17,986	5,491,039	3,538	2,512
Umatilla	41,176	26,030	13,109	12,729	97.1	6,140	43,053	32,863*	5,198	3,227
Union	17,898	17,399	5,779	5,617	97.2	4,508	19,341	8,786*	2,754	1,801
Wallowa	7,212	7,623	2,546	2,490	97.8	1,781	6,892	5,300,992	691	422
Wasco	15,516	13,069	4,969	4,815	96.9	3,320	22,554	6,455,796	1,942	1,092
Washington	61,221	39,194	19,416	19,008	97.9	10,025	42,820	18,712*	5,231	3,154
Wheeler	3,288	2,974	1,033	992	96.0	656	1,778	1,703,850	568	422
Yamhill	33,410	26,336	10,305	10,078	97.8	6,742	32,159	17,666*	5,341	3,341

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000

PENNSYLVANIA

SPOT RATE FINDER

ALLENTOWN, Lehigh, 54,107 homes, 96.5% radio, 52,213 radio homes.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.50	11.17	17.67	35.33	55.00	91.67
N	13.75	17.17	29.00	58.00	87.67	145.00

WAEB, 500w-D, 1kw-N, 790kc, ABC, Hollingbery, Conlan

D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WFMZ, (FM), Chan. 264, 100.7mc, 20kw, WQXR (Network)

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.50	7.00	9.00	15.00	27.50
N	3.00	4.50	10.00	15.00	25.00	40.00

WHOL, 250w, 1230kc, CBS, Meeker

D	7.00	8.50	15.00	30.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

WKAP, 1kw, 1320kc, Weed

D		10.00	18.00	36.00	54.00	90.00
N		12.00	30.00	50.00	80.00	130.00

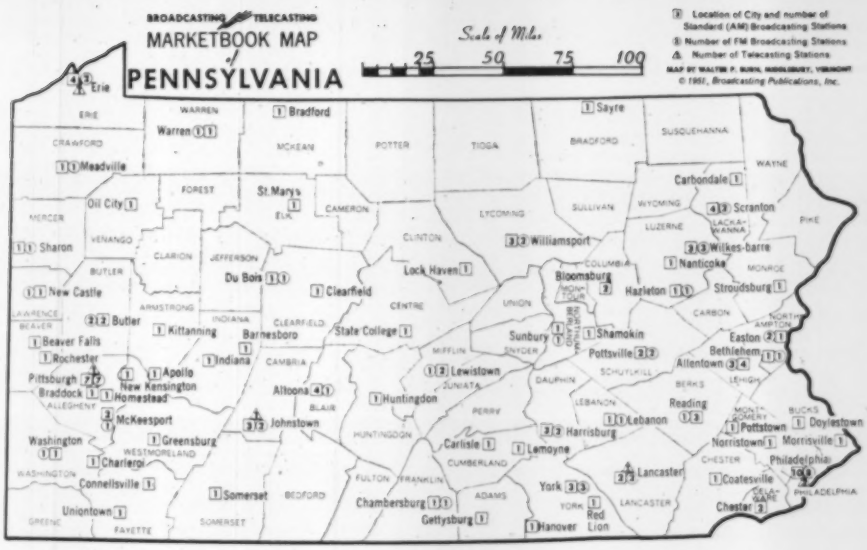
WKAP-FM, Chan. 292, 106.3mc, 0.78kw, Weed,

(Continued on page 145)

MARKET INDICATORS FOR PENNSYLVANIA

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	10,498,012	'50	9,900,180	'40
% of U. S.	6.9%	'50	7.54%	'40
Homes	2,901,680	'50	2,453,103	'40
Percent Radio	95.5%	'50	92.4%	'40
Radio Homes	2,771,104	'50	2,265,921	'40
Retail Sales	$ 9,899,851,000	'50	9,030,166,000	'48
Retail Trade Employes	509,287	'48	368,329	'39
Wholesale Sales Volume	$10,750,483,000	'48	3,347,500,000	'39
Wholesale Trade Employes	151,097	'48	101,400	'39
Manufacturing Employment (Mid-March)			1,463,216	'47

(Continued on page 148)



WERC SELLS ERIE

PENNSYLVANIA'S 3RD CITY

and ADJACENT AREAS

0.5 MV/M	1890 Sq. Mi.	259,874 Pop.
0.1 MV/M	6365 Sq. Mi.	576,164 Pop.

Write for latest brochure and coverage maps.

WERC

5000 WATTS DAY and NIGHT

NBC

NATIONAL REPRESENTATIVES

WEED and COMPANY

* * *

WSAN, 5kw, 1470kc, NBC, Headley-Reed

	SB	1M	5M	15M	30M	1 Hr
D	15.00	18.00	36.00	54.00	90.00	
N	24.00	32.00	64.00	96.00	160.00	

WSAN-FM, Chan. 260, 99.9mc, 8kw (FM rates 20% of AM rates)

ALTOONA, Blair, 39,334 homes, 94.9% radio, 37,328 radio homes.
4 AM affiliates, average 1-time rate

D	6.72	6.72	19.31	31.05	46.72	77.62
N	10.09	10.09	25.69	43.50	67.75	108.75

WFBG, 250w, 1340kc, NBC, H.R. Representative

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WJSW, 1kw-D, 500w-N, 1290kc, MBS, Burn-Smith, Conlan

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

WJSW-FM, 100.1mc, 0.25kw, Bonus
WRTA, 250w, 1240kc, ABC, Meeker

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

WVAM, 1kw, 1430kc, CBS, Weed

D	6.90	6.90	21.25	32.20	48.90	80.50
N	10.35	10.35	28.75	46.00	69.00	115.00

APOLLO, Armstrong, 22,360 homes, 94.4% radio, 21,108 radio homes.

WAVL, 1kw-D, 910kc						
D	4.50	6.00	10.00	20.00	34.00	56.00

BARNESBORO, Cambria, 52,922 homes, 94.1% radio, 49,800 radio homes.

WNCC, 500w-D, 950kc						
D	5.00	5.00	15.00	20.00	35.00	50.00

BEAVER FALLS, 46,656 homes, 94.6% radio, 44,137 radio homes.

WBVP, 250w, 1230kc						
D	5.25	5.25	12.00	25.00	40.00	60.00
N	8.00	8.00	15.00	30.00	50.00	90.00

BETHLEHEM, Northampton, 49,975 homes, 96.3% radio, 48,126 radio homes.

WGPA, 250w-D, 1100kc						
D	5.75	8.75	17.50	28.00	42.00	70.00
WGPA-FM, Chan. 236, 95.1mc, 10kw						
N	2.00	2.50	5.00	10.00	15.00	25.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

Waynesboro, Pa.
Hark TO WARK
IN
WAYNESBORO
(3,270 Radio Families)
AND
FRANKLIN COUNTY
(20,490 Radio Families)
EVERYONE LISTENS TO
WARK
HAGERSTOWN, MD.
ABC
With Studios in
THE ANTHONY WAYNE HOTEL
Waynesboro, Pa.
Ask Radio Representatives

* * *

BLOOMSBURG, Columbia, 15,610 homes, 94.3% radio, 14,720 radio homes.
2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	4.62	6.12	9.62	12.75	24.75	45.00

WCNR, 500w-D, 930kc

D	4.25	5.50	9.25	10.50	22.50	40.00

WLTR, 1kw-D, 690kc

D	5.00	6.75	10.00	15.00	27.00	50.00
N	5.00	6.75	10.00	15.00	27.00	50.00

BRADDOCK, Allegheny, 412,005 homes, 96.3% radio, 396,761 radio homes.

WLOA, 1kw-D, 1550kc						
D	6.00	9.00	20.00	40.00	60.00	100.00

(Includes WLFM (FM) Pittsburgh)

BRADFORD, McKean, 17,124 homes, 95.7% radio, 16,388 radio homes.

WESB, 250w, 1490kc, MBS, Ra-Tel, Conlan						
D	4.00	5.00	10.00	20.00	30.00	50.00
N	5.00	6.00	12.00	24.00	36.00	60.00

BUTLER, Butler, 26,973 homes, 95.0% radio, 25,624 radio homes.
2 AM non-affiliates, average 1-time rate

D	2.50	7.00	17.25	21.00	42.50	72.50

WBUT, 500w-D, 1580kc						
D	2.50	4.00	12.00	17.00	35.00	60.00

WBUT-FM, Chan. 280, 103.9mc, 0.72kw, Bonus—Day only.

N	.83	1.33	4.00	5.67	11.67	20.00

WISR, 250w-D, 680kc, Hooper, BMB						
D		10.00	22.50	25.00	50.00	85.00

WISR-FM, Chan. 249, 97.7mc, 0.56kw (50% of AM rates)

CARBONDALE, Lackawanna, 70,586 homes, 94.6% radio, 66,774 radio homes.

WCDL, 250w, 1230kc, Cooke						
D	5.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	18.00	36.00	54.00	90.00

CARLISLE, Cumberland, 27,066 homes, 94.8% radio, 25,659 radio homes.

WLXW, 1kw-D, 1380kc						
D	6.40	8.00	14.40	28.80	43.20	72.00

CHAMBERSBURG, Franklin, 21,209 homes, 92.8% radio, 19,682 radio homes.

WCHA, 1kw-D, 800kc, Forjoe, Conlan						
D	7.50	7.50	14.40	28.80	43.20	72.00

WCHA-FM, Chan. 249, 95.9mc, 0.82kw, Forjoe, Bonus—Day only.
N (½ of AM rates)

CHARLEROI, Washington, 57,173 homes, 94.8% radio, 54,200 radio homes.

WESA, 250w-D, 940kc, KBS						
D	5.75	6.75	10.00	20.00	30.00	50.00

CHESTER, Delaware, 111,719 homes, 97.8% radio, 109,261 radio homes.
2 AM non-affiliates, average 1-time rate

D	7.50	10.00	19.00	38.00	57.00	95.00

WPWA, 1kw, 1590kc, Conlan						
D	7.50	10.00	18.00	36.00	54.00	90.00
N	7.50	10.00	18.00	36.00	54.00	90.00

WYCH, 250w-D, 740kc						
D		10.00	20.00	40.00	60.00	100.00

CLEARFIELD, Clearfield, 24,341 homes, 93.9% radio, 22,856 radio homes.

WCPA, 1kw-D, 900kc						
D	5.00	5.00	15.00	20.00	35.00	50.00

COATESVILLE, Chester, 40,247 homes, 95.2% radio, 38,315 radio homes.

WCOJ, 1kw-D, 1420kc						
D	7.00	8.00	16.00	32.00	48.00	80.00

CONNELLSVILLE, Fayette, 50,574 homes, 93.9% radio, 47,489 radio homes.

WCVI, 250w, 1340kc						
D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	7.00	16.00	32.00	48.00	80.00

DOYLESTOWN, Bucks, 42,123 homes, 97.5% radio, 41,070 radio homes.

WBUX, 250w-D, 1570kc						
D	4.50	6.00	12.00	24.00	36.00	60.00

DuBOIS, Clearfield, 24,341 homes, 93.9% radio, 22,856 radio homes.

WCED, 250w, 1230kc, CBS, McGillvra						
D	5.00	6.25	12.90	22.40	36.40	56.00
N	5.00	6.25	12.90	22.40	36.40	56.00

WCED-FM, Chan. 271, 102.1mc 9.5kw, McGillvra, Bonus

EASTON, Northampton, 49,975 homes, 96.3% radio, 48,126 radio homes.

* * *

WEEX (FM), Chan. 252, 98.3mc, 1kw						
	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	6.00	10.00	15.00	25.00
N	4.50	4.50	7.00	16.00	25.00	45.00

WEST, 250w 1400kc, MBS, NBC, Meeker, Conlan

D	5.00	6.50	12.25	27.50	40.00	60.00
N	9.00	9.00	18.00	35.00	55.00	90.00

WEST-FM, Chan. 300, 107.9mc, 16kw, Meeker, Bonus

ERIE, Erie, 62,222 homes, 95.4% radio, 59,360 radio homes.
3 AM affiliates, average 1-time rate

D	9.00	9.00	17.00	31.33	49.33	83.33
N	15.00	15.00	26.00	53.00	80.67	135.00

WERC, 5kw, 1260kc, NBC, Weed, Hooper						
D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WERC-FM, Chan. 260, 99.9mc, 9.7kw, Bonus

WICU (TV), Chan. 12, 2kw-aur.; 4kw-vis., Headley-Reed						
D	45.00	60.00	112.00	150.00	225.00	375.00
N	50.00	75.00	150.00	200.00	300.00	500.00

(Continued on page 146)

WHOD

. . . is proud to announce it is Movin' around with Smilin' Mary Dee WHOD's Sellin'est Female D.J.

Smilin' Mary Dee Pittsburgh's Super Female D.J.

This year marks the 3rd anniversary in WHOD's public service activity.

The Mary Dee Program started with the birth of the station.

WHOD . . . is proud to announce the new Mary Dee Studio at Centre and Herron Avenues, in the heart of Pittsburgh's well-heeled Hill district, is now open for services to all advertisers.

WHOD . . . The station of nations—250w . . . 860 on every Pittsburgh dial

Beams programs to Polish — Slovak — Jewish — Italian — Greek — Arabic — Croatian — Hungarian — Negro — Lithuanian.

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Represented Nationally By JOE WOOTON

INTERSTATE UNITED NEWSPAPERS, INC.

545 Fifth Ave., NEW YORK 17, N. Y.

PENNSYLVANIA

SPOT RATE FINDER

(Continued from page 145)

WIKK, 5kw, 1330kc, ABC, H-R Representatives, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	18.00	32.00	48.00	80.00
N	14.00	14.00	28.00	56.00	84.00	140.00

WLEU, 250w, 1450kc, MBS

D	7.00	7.00	13.00	22.00	40.00	70.00
N	13.00	13.00	20.00	43.00	68.00	115.00

WLEU-FM, Chan. 250, 97.9mc, 9kw

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	20.00	30.00	40.00	60.00

GETTYSBURG, Adams, 12,284 homes, 93.7% radio, 11,510 radio homes.

WGET, 250w, 1450kc, LBS, KBS

D	5.00	10.00	20.00	30.00	50.00
N	5.00	10.00	20.00	30.00	50.00

GREENSBURG, Westmoreland, 84,403 homes, 95.3% radio, 80,436 radio homes.

WHJB, 1kw-D, 500w-N, 620kc, Cooke

D	5.60	7.00	17.00	34.00	51.00	85.00
N	8.00	10.00	25.00	50.00	75.00	125.00

HANOVER, York, 58,346 homes, 95.3% radio, 55,604 radio homes.

WHVR, 1kw-D, 500w-N, 1280kc, MBS

D	5.60	7.00	14.00	28.00	42.00	70.00
N	8.00	10.00	20.00	40.00	60.00	100.00

HARRISBURG, Dauphin, 56,298 homes, 96.1% radio, 54,102 radio homes.
2 AM affiliates, average 1-time rate

D	7.00	7.50	17.25	34.50	53.00	85.00
N	10.75	10.75	26.25	48.75	75.00	125.00

WABX (FM), Chan. 265, 100.9mc, 1kw
(No rates available)

WHGB, 250w, 1400kc, ABC, Weed, Conlan

D	7.50	7.50	17.00	34.00	51.00	85.00
N	9.50	9.50	25.00	50.00	75.00	125.00

WHP, 5kw, 580kc, CBS, Bolling

D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WHP-FM, Chan. 247, 97.3mc, 4kw (duplication of AM, balance sold independently)

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WKBO, 250w, 1230kc, MBS, NBC, Meeker, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

HAZLETON, Luzerne, 105,887 homes, 95.5% radio, 101,122 radio homes.

WAZL, 250w, 1490kc, NBC, MBS, Meeker

D	4.15	5.00	12.25	27.50	40.00	60.00
N	6.75	6.75	18.00	35.00	55.00	90.00

WAZL-FM, Chan. 250, 97.9mc, 7.6kw, Bonus

HOMESTEAD, Allegheny, 412,005 homes, 96.3% radio, 396,761 radio homes.

WHOD, 250w-D, 860kc, Interstate United Newspapers

D	8.50	8.50	17.00	34.00	51.00	85.00

HUNTINGDON, Huntingdon, 11,872 homes, 91.9% radio, 10,910 radio homes.

WHUN, 250w, 1400kc, MBS

D	3.00	4.50	13.00	16.90	29.25	52.00
N	5.00	6.00	15.60	26.00	45.50	78.00

INDIANA, Indiana, 20,689 homes, 94.0% radio, 19,448 radio homes.

WDAD, 250w, 1450kc, CBS, McGillvra, Conlan

D	5.00	6.00	12.90	22.40	36.40	56.00
N	5.00	6.00	12.90	22.40	36.40	56.00

JOHNSTOWN, Cambria, 52,922 homes, 94.1% radio, 49,800 radio homes.
3 AM affiliates, average 1-time rate

D	7.33	7.33	17.33	31.33	47.00	78.33
N	10.00	10.00	24.67	44.33	69.00	110.00

WARD, 250w, 1490kc, CBS, Weed

D	8.00	8.00	16.00	32.00	48.00	80.00
N	9.00	9.00	25.00	45.00	70.00	110.00

WARD-FM, Chan. 287, 92.1kc, 0.25kw

D	5.00	8.50	16.00	
N	5.00	8.50	16.00	

WCRO, 250w, 1230kc, ABC, MBS, Radio Reps.

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

WJAC, 250w, 1400kc, NBC, Headley-Reed, Hooper

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WJAC-FM, Chan. 238, 95.5mc, 8.3kw, Headley-Reed, Bonus

WJAC-TV, Chan. 13, 3.7kw-aur.; 6.5kw-vis.; ABC, CBS, DuMont, NBC, Headley-Reed

D	48.00	48.00	82.50	132.00	198.00	330.00
N	80.00	80.00	137.50	220.00	330.00	550.00

KITTANNING, Armstrong, 22,360 homes, 94.4% radio, 21,108 radio homes.

WACB, 500w-D, 1380kc

	SB	1M	5M	15M	30M	1 Hr
D	3.85	12.60	25.20	37.80	63.00	

LANCASTER, Lancaster, 64,544 homes, 93.5% radio, 60,349 radio homes.
2 AM affiliates, average 1-time rate

D	6.75	7.80	18.75	37.50	57.50	87.50
N	12.00	12.00	28.75	48.75	77.50	127.50

WGAL, 250w, 1490kc, MBS, NBC, Meeker, Conlan

D	6.50	7.60	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WGAL-FM, Chan. 257, 101.3mc, 16kw, Meeker, Bonus

WGAL-TV, Chan. 4, 0.88kw-aur.; 1kw-vis.; ABC, NBC, CBS, DuMont, Meeker

D	45.00	75.00	120.00	180.00	300.00
N	90.00	150.00	240.00	360.00	600.00

WLAN, 1kw, 1390kc, ABC, Headley-Reed

D	7.00	8.00	20.00	40.00	60.00	90.00
N	12.00	12.00	30.00	50.00	80.00	130.00

WLAN-FM, Chan. 245, 96.9mc, 20kw, Headley-Reed, Bonus

LEBANON, Lebanon, 23,043 homes, 95.4% radio, 21,974 radio homes.

WLBR, 1kw, 1270kc, Rambeau, Conlan

D	7.50	18.00	30.00	47.00	75.00
N	7.50	18.00	30.00	47.00	75.00

WLBR-FM, Chan. 261, 100.1mc, 0.64kw, Rambeau, Bonus

LEMOYNE, Cumberland, 27,066 homes, 94.8% radio, 25,659 radio homes.

WCMB, 1kw-D, 960kc, LBS, Cooke

D	9.00	9.00	18.00	37.00	55.00	90.00

LEWISTOWN, Mifflin, 12,460 homes, 93.1% radio, 11,600 radio homes.

WKVA, 1kw-D, 920kc

D	7.00	7.00	10.00	20.00	60.00

WMRF, 250w, 1490kc, NBC, Burn-Smith, Hooper, Conlan, BMB

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

WLTN (FM), Chan. 250, 97.9mc, 2.25kw, Burn-Smith (80% of AM Rates)

LOCK HAVEN, Clinton, 10,555 homes, 94.3% radio, 9,953 radio homes.

WBPZ, 250w, 1230kc, MBS, McGillvra

D	4.50	10.00	13.00	22.50	40.00	
N	6.00	12.00	20.00	35.00	60.00	

McKEESPORT, Allegheny, 412,005 homes, 96.3% radio, 396,761 radio homes.
2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.50	16.00	40.00	60.00	90.00

WEDO, 1kw-D, 810kc

D	6.00	9.00	16.00	40.00	60.00	90.00

WMCK, 1kw, 1360kc

D	6.00	8.00	16.00	40.00	60.00	90.00
N	6.00	8.00	16.00	40.00	60.00	90.00

WMCK-FM, Chan. 285, 104.9mc, 0.5kw, Bonus

MEADVILLE, Crawford, 24,925 homes, 94.3% radio, 23,504 radio homes.

WMGW, 250w, 1490kc

D	4.15	5.00	12.25	27.50	40.00	60.00
N		6.75	18.00	35.00	55.00	90.00

WMGW-FM, Chan. 262, 100.3mc, 10kw, Bonus

MORRISVILLE, Bucks, 42,123 homes, 97.5% radio, 41,070 radio homes.

WBUD, 250w, 1490kc, McGillvra

D	8.00	18.00	30.00	48.00	80.00
N	8.00	18.00	30.00	48.00	80.00

NONTICOKE, Luzerne, 105,887 homes, 95.5% radio, 101,122 radio homes.

WHWL, 1kw-D, 730kc, Forjoe

D	5.00	6.50	8.21	22.78	37.80	63.00

NEW CASTLE, Lawrence, 28,636 homes, 95.1% radio, 27,233 radio homes.

WKST, 1kw, 1280kc, MBS, Meeker, Conlan

D	6.50	8.00	14.00	28.00	42.00	70.00
N	10.00	12.00	20.00	40.00	60.00	100.00

WKST-FM, Chan. 266, 101.1mc, 3kw, Meeker

D	1.40	1.75	3.50	7.00	10.50	17.50
N	2.00	2.50	5.00	10.00	15.00	25.00

NEW KENSINGTON, Westmoreland, 84,403 homes, 95.3% radio, 80,436 radio homes.

WKPA, 250w-D, 1150kc, Continental

D	5.00	6.00	12.00	25.00	38.00	68.00

NORRISTOWN, Montgomery, 92,308 homes, 97.3% radio, 80,816 radio homes.

WNAR, 500w, 1110kc, Grant

D	6.00	8.00	21.00	42.00	63.00	105.00

OIL CITY, Venango, 18,394 homes, 94.2% radio, 17,327 radio homes.

WKRZ, 250w, 1340kc, Conlan

D	2.00	4.50	9.00	18.00	26.50	48.00
N	2.00	5.25	11.00	22.50	33.00	60.00

HARRISBURG

LEADS ALL PENNSYLVANIA MARKETS IN—

Quality of Market Index (148)
Effective Buying Income per Family ($6,135)
Effective Buying Income per Capita ($1,916)

CBS — **WHP** — CBS

Harrisburg's figures literally jump out of the pages compared to other Pennsylvania markets in the Survey of Buying Power.

Harrisburg is *first* in the all-important Quality of Market Index—with a figure (148) which means that Harrisburg sales potential is 48% greater than indicated by its population. And Harrisburg also shows the highest per capita and per family Effective Buying Income in the entire state.

Equally important—Harrisburg is clearly the shopping center of the area, claiming 72.8% of Dauphin County retail sales although its city limits account for only 48.3% of the County's families. And in some categories, Harrisburg's share is even more dominating. In General Merchandise Sales for example, Harrisburg stores account for 87.1% of the County total.

You can effectively sell this rich market both inside and outside Harrisburg through Station WHP. In its new home on the dial at 580 kilocycles and its more effective power of 5,000 watts, WHP extends its coverage throughout a much wider area in Pennsylvania's rich South Central belt and beyond.

Where **H**igh Hoopers **P**revail

5,000 Watts

KEY STATION OF THE KEYSTONE STATE

CBS WHP 5000 WATTS 580 KC

HARRISBURG, PA.—*Represented by the Bolling Co.*

PHILADELPHIA, Philadelphia, 571,701 homes, 96.1% radio, 549,405 radio homes.

5 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	32.80	34.60	47.90	91.80	139.20	229.20
N	52.00	54.60	78.50	144.00	221.00	370.00

5 AM non-affiliates, average 1-time rate

D	12.83	11.60	19.80	41.00	62.60	108.00
N	14.25	15.33	30.67	61.33	103.67	165.00

KYW, 50kw, 1060kc, NBC, Free & Peters, BMB, Pulse

D	35.00	35.00	50.00	100.00	150.00	250.00
N	60.00	60.00	100.00	200.00	300.00	500.00

KYW-FM, Chan. 223, 92.5mc, 20kw, Free & Peters, Bonus

WCAU, 50kw, 1210kc, CBS, Radio Sales

D	45.00	45.00	60.00	120.00	180.00	300.00
N	90.00	90.00	120.00	240.00	360.00	600.00

WCAU-FM, Chan. 251, 98.1mc, 11kw, Bonus

WCAU-TV, Chan. 10, 14kw-aur.; 25kw-vis.; CBS, Radio Sales

D	100.00	100.00	150.00	240.00	360.00	600.00
N	220.00	220.00	300.00	480.00	720.00	1200.00

WDAS, 250w, 1400kc, Forjoe

D	5.00	6.00	12.00	24.00	36.00	60.00
N	7.50	9.00	18.00	36.00	54.00	90.00

WFIL, 5kw, 560kc, ABC, Katz, Pulse

D	35.00	38.00	52.50	105.00	165.00	300.00
N	35.00	38.00	52.50	105.00	165.00	300.00

WFIL-FM, Chan. 271, 102.1mc, 10kw, Katz, Bonus

WFIL-TV, Chan. 6, 13.5kw-aur.; 27kw-vis.; ABC, Katz

D	100.00	200.00	187.50	300.00	450.00	750.00
N	75.00	150.00	250.00	400.00	600.00	1000.00

WFLN (FM), Chan. 239, 95.7mc, 20kw

D	6.00	6.00	12.00	20.00	30.00	45.00
N	10.00	10.00	20.00	37.50	55.00	90.00

WHAT, 250w, 1340kc, Pulse

D		7.00	24.00	48.00	72.00	120.00
N		7.00	24.00	48.00	72.00	120.00

WHAT-FM, Chan. 287, 105.3mc, 20kw, Bonus

WIBG, 10kw, 990kc, Radio Representatives

D	15.00	21.00	32.00	68.00	105.00	180.00
N	21.00	30.00	50.00	100.00	185.00	285.00

WIBG-FM, Chan. 231, 94.1mc, 20kw (Storecasting, rates on request)

WIP, 5kw, 610kc, MBS, Petry, BMB

D	24.00	30.00	42.00	84.00	126.00	196.00
N	40.00	50.00	75.00	120.00	180.00	300.00

WIP-FM, Chan. 227, 93.3mc, 20kw, Petry, Bonus

WJMJ, 1kw-D, 1540kc, McGillvra

D	10.00	15.00	20.00	40.00	60.00	100.00

WPEN, 5kw, 950kc, Rambeau, Liberty Network

D	25.00	25.00	35.00	50.00	75.00	100.00
N	35.00	35.00	45.00	75.00	100.00	150.00

WPEN-FM, Chan. 275, 102.9mc, 20kw, Rambeau, (Rates on request)

WPTZ, (TV), Chan. 3, 8.1kw-aur.; 16.2kw-vis.; NBC, NBC Spot Sales

D	100.00	100.00	125.00	200.00	300.00	500.00
N	200.00	200.00	250.00	400.00	600.00	1000.00

WTEL, 250w-D, 860kc

D		9.00	11.00	25.00	40.00	80.00

PITTSBURGH, Allegheny, 412,005 homes, 96.3% radio, 396,761 radio homes.

4 AM affiliates, average 1-time rate

D	24.25	31.12	46.88	90.00	138.75	226.12
N	48.50	61.25	93.75	180.00	277.50	447.25

3 AM non-affiliates, average 1-time rate

D	11.06	15.50	25.00	51.33	77.00	128.33

KDKA, 50kw, 1020kc, NBC, Free & Peters, BMB, Hooper

D	45.00	50.00	60.00	120.00	180.00	300.00
N	90.00	95.00	120.00	240.00	360.00	600.00

KDKA-FM, Chan. 225, 92.9mc, 9kw, Free & Peters, Bonus

KQV, 5kw, 1410kc, MBS, Weed, Hooper

D	14.00	20.00	35.00	70.00	105.00	175.00
N	28.00	40.00	70.00	140.00	210.00	330.00

KQV-FM, Chan. 251, 98.1mc, 2kw (Storecasting rates on request)

WCAE, 5kw, 1250kc, ABC, Katz, BMB, Hooper

D	19.00	27.50	47.50	95.00	150.00	237.50
N	38.00	56.00	95.00	190.00	300.00	475.00

WCAE-FM, Chan. 241, 96.1mc, 12kw, Bonus

WDTV(TV), Chan. 3, 8.3kw-aur.; 16.6kw-vis., DuMont, ABC, CBS, NBC

D	50.00	75.00	120.00	192.00	288.00	480.00
N	100.00	125.00	200.00	320.00	480.00	800.00

WJAS, 5kw, 1320kc, CBS, Hollingbery, Hooper

D	19.00	27.00	45.00	75.00	120.00	192.00
N	38.00	55.00	90.00	150.00	240.00	384.00

WJAS-FM, Chan. 259, 99.7mc, 24kw, Hollingbery, Bonus

WKJF (FM), Chan. 229, 93.7mc, 20kw (For rates see Transit Radio listing)

WPGH, 1kw-D, 1080kc, Radio Reps

D	8.00	12.50	18.00	40.00	60.00	100.00

WPGH-FM, Chan. 273, 102.5mc, 22kw, Bonus

WPIT, 1kw-D, 730kc, Forjoe, Hooper

D	11.20	14.00	25.00	50.00	75.00	125.00

WPIT-FM, Chan. 268, 101.5mc, 19kw, Forjoe Bonus

WWSW, 5kw, 970kc, Blair, Hooper

D	14.00	20.00	32.00	64.00	96.00	160.00
N	17.50	25.00	40.00	80.00	120.00	200.00

WWSW-FM, Chan. 233, 94.5mc, 8.5kw, Blair, Bonus

(Continued on page 148)

THE FEELING IS MUTUAL IN PHILLY!

that WIP Produces!

Here's why—WIP's advertisers through the years have found that dollar for dollar, Philadelphia's Pioneer Voice is their best radio buy . . .

because WIP Produces!

and listen to this . . . in spite of a hot television market, WIP has increased its new business more than 18% for the first half of 1951 . . .

because WIP Produces!

If you have a food or a household account that needs a hypo in sales or distribution, we offer a complete merchandising set-up . . . in fact whatever your problem may be to stimulate sales, we know we can do the job . . and prove to you that

WIP PRODUCES

WIP
PHILADELPHIA
BASIC MUTUAL
Represented Nationally by
Edward Petry & Co.

5000 WATTS
610 KC

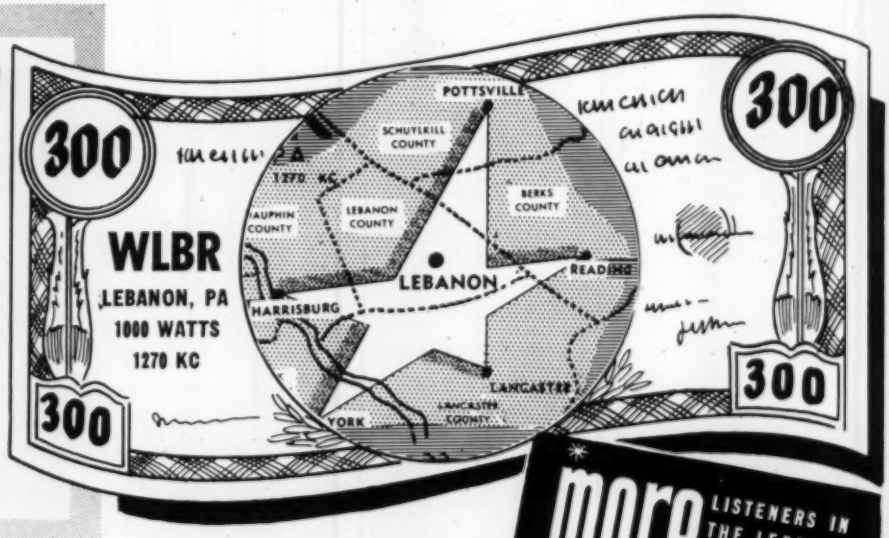
PENNSYLVANIA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Adams	44,084	39,435	12,284	11,510	93.7	8,366	34,418	17,153*	7,411	3,459
Allegheny	1,508,255	1,411,539	412,005	396,761	96.3	335,520	1,595,216	10,105*	500,227	353,268
Armstrong	80,626	81,087	22,360	21,108	94.4	17,142	58,768	5,127*	17,360	11,924
Beaver	174,953	156,754	46,656	44,137	94.6	34,919	150,918	5,291*	57,828	42,374
Bedford	40,668	40,809	11,713	10,635	90.8	7,553	26,016	9,529*	3,953	1,918
Berks	254,942	241,884	72,642	69,882	96.2	58,515	261,143	31,293*	84,244	51,098
Blair	138,934	140,358	39,334	37,328	94.9	32,772	122,455	5,650*	21,222	10,679
Bradford	51,481	50,615	15,590	14,530	93.2	11,432	40,412	19,873*	7,805	4,233
Bucks	144,234	107,715	42,123	41,070	97.5	25,838	110,821	30,756*	23,245	14,018
Butler	97,511	87,590	26,973	25,624	95.0	19,295	81,172	10,904*	17,906	11,858
Cambria	208,911	213,459	52,922	49,800	94.1	42,720	167,242	5,120*	56,529	38,140
Cameron	7,005	6,852	2,418	2,237	92.5	1,620	6,675	183*	1,112	568
Carbon	57,389	61,735	15,884	15,328	96.5	13,665	39,850	2,682*	18,826	13,629
Centre	65,642	52,608	16,446	15,541	94.5	11,335	48,894	8,802*	9,705	5,008
Chester	158,687	135,626	40,247	38,315	95.2	29,184	136,691	41,988*	28,440	17,594
Clarion	38,284	38,410	10,594	9,852	93.0	7,760	31,224	5,017*	6,356	3,926
Clearfield	85,622	92,094	24,341	22,856	93.9	19,036	66,172	3,392*	17,102	9,974
Clinton	36,340	34,557	10,555	9,953	94.3	7,662	28,689	2,515*	7,169	9,180
Columbia	53,276	51,413	15,610	14,720	94.3	11,698	43,740	9,257*	14,353	7,932
Crawford	78,604	71,644	24,925	23,504	94.3	17,200	75,673	14,400*	16,038	9,217
Cumberland	94,079	74,806	27,066	25,659	94.8	17,936	77,749	12,450*	15,835	8,183
Dauphin	197,040	177,410	56,298	54,102	96.1	42,999	208,224	10,100*	56,402	35,529
Delaware	413,065	310,756	111,719	109,261	97.8	76,016	315,641	4,746*	74,068	51,162
Elk	34,443	34,443	9,389	8,901	94.8	7,038	22,247	1,431*	10,608	6,309
Erie	218,407	180,889	62,222	59,360	95.4	43,538	232,039	19,767*	73,199	48,687
Fayette	189,432	200,999	50,574	47,489	93.9	40,780	151,991	5,256*	35,682	24,100
Forest	4,919	5,791	2,823	2,637	93.4	1,203	2,557	295*	789	439
Franklin	76,025	69,378	21,209	19,682	92.8	14,527	66,252	21,707*	14,580	7,547
Fulton	10,361	10,673	2,807	2,571	91.6	1,915	4,580	3,584*	575	216
Greene	45,251	44,671	12,119	11,222	92.6	8,696	24,954	4,018*	11,032	8,347
Huntingdon	40,764	41,836	11,872	10,910	91.9	8,210	26,492	5,114*	7,849	4,420
Indiana	76,887	79,854	20,689	19,448	94.0	16,065	58,377	7,238*	13,532	8,881
Jefferson	48,824	54,090	14,440	13,487	93.4	11,401	38,339	4,727*	11,038	6,479
Juniata	15,226	15,373	4,415	4,031	91.3	2,980	10,504	5,481*	1,852	673
Lackawanna	256,208	301,243	70,586	66,774	94.6	65,740	222,687	6,936*	70,074	40,988
Lancaster	234,137	212,504	64,544	60,349	93.5	47,219	232,051	87,228*	58,892	32,132
Lawrence	104,687	96,877	28,636	27,233	95.1	22,495	93,998	7,812*	26,440	17,777
Lebanon	81,452	72,641	23,034	21,974	95.4	17,142	79,248	12,762*	22,245	12,975
Lehigh	196,727	177,538	54,107	52,213	96.5	42,495	206,491	14,905*	63,391	36,648

(Continued on page 152)

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

This 300 Million Dollar Market is Yours



COVERED WITH ONE STATION

WLBR AM FM

LEBANON, PENNSYLVANIA
1000 WATTS • 1270 KC
The Star Market of Central Pennsylvania

Reach a rich market! Your message will thoroughly cover an area where over three hundred million dollars are spent annually on retail trade alone, by over one million buyers! This six-city, eight-county coverage just can't be ignored when you buy time and expect REAL RESULTS!

more LISTENERS IN THE LEBANON VALLEY MARKET THAN ANY OTHER STATION

Station	Morn.	Afternoon	Evening	Average
WLBR	52.7	52.3	37.2	46.9
B	23.4	24.6	22.8	23.6
C	2.3	5.4	11.5	6.9
D	4.7	4.1	6.9	5.2
SETS IN USE	20.4	17.6	22.8	19.9

* Hooper 5 County Survey

JULIAN F. SKINNELL - Operations Mgr. • Represented by RAMBEAU

SALES RECORDS START HERE

How's this for a pattern for sales? A market like Scranton—Wilkes-Barre, made up of 674,000 *spending* people . . . a station like WGBI that virtually everyone stays tuned to day and night.

The latest Hooper ratings show that WGBI has 61.1% of the audience in the morning, 53.6% in the afternoon, and a terrific 71.6% in the evening—in a rich area *blanketed* by WGBI's recently-improved facilities.

Best of all, this kind of penetration in the nation's 21st market doesn't come high. Your John Blair man will show you just how economical it is to plot a sales curve over WGBI. Call him today!

(*Figures from Scranton Hooper Radio Audience Index: March-April, 1951*)

WGBI

Mrs. M. E. Megargee
President

George D. Coleman
General Manager

CBS Affiliate 910 KC 1000 Watts Day 500 Watts Night

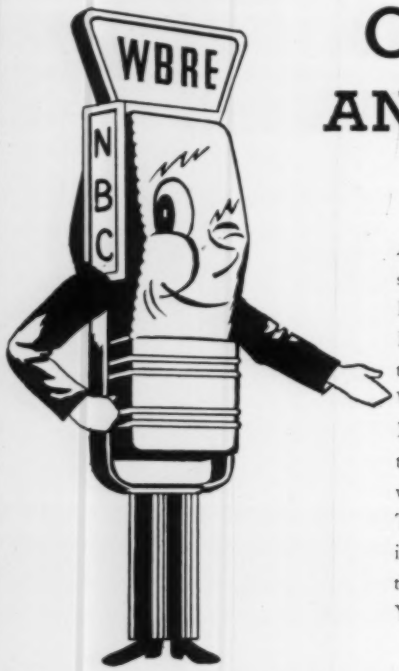
JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

PENNSYLVANIA RADIO MARKET DATA BY COUNTIES

(Continued on page 150)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Luzerne	391,226	441,518	105,887	101,122	95.5	93,367	331,364	8,565*	107,746	66,803
Lycoming	100,903	93,633	30,151	28,372	94.1	22,611	93,407	9,121*	26,351	14,947
McKean	56,308	56,673	17,124	16,388	95.7	13,405	53,352	2,403*	16,834	9,772
Mercer	111,530	101,039	30,564	29,127	95.3	22,816	107,554	11,007*	31,501	22,642
Mifflin	43,625	42,993	12,460	11,600	93.1	8,955	36,279	6,073*	11,411	6,416
Monroe	33,627	29,802	13,242	12,567	94.9	7,094	35,923	3,632*	7,596	3,919
Montgomery	351,964	289,247	92,308	89,816	97.3	66,749	336,066	18,706*	88,356	57,297
Montour	15,973	15,466	3,684	3,386	91.9	2,838	8,047	2,777*	1,896	979
Northampton	183,723	168,959	49,975	48,126	96.3	40,215	178,239	13,783*	67,255	44,915
Northumberland	116,899	126,887	32,730	30,995	94.7	28,048	95,559	9,815*	31,108	17,404
Perry	24,728	23,213	7,176	6,738	93.9	5,023	15,411	6,343*	2,130	886
Philadelphia	2,064,794	1,931,334	571,701	549,405	96.1	470,187	2,340,990	2,946*	750,739	509,398
Pike	8,364	7,452	5,994	5,670	94.6	1,905	5,945	1,187*	694	325
Potter	16,752	18,201	6,008	5,521	91.9	3,924	14,098	5,749*	1,765	784
Schwylkill	200,281	228,331	54,199	51,381	94.8	47,282	149,838	10,074*	42,004	23,873
Snyder	22,804	20,208	6,095	5,626	92.3	4,194	12,048	5,907*	2,568	1,063
Somerset	81,635	84,957	22,308	20,657	92.6	16,536	58,713	13,782*	12,656	7,319
Sullivan	6,720	7,504	2,318	2,126	91.7	1,454	3,911	2,036*	870	404
Susquehanna	31,845	33,893	10,471	9,769	93.3	7,313	21,086	15,492*	2,691	1,179
Tioga	35,384	35,004	10,633	9,942	93.5	7,833	27,352	12,439*	5,501	3,140
Union	23,095	20,247	5,855	5,521	94.3	4,173	13,214	4,793*	2,717	1,183
Venango	65,038	63,958	18,394	17,327	94.2	13,778	51,550	3,627*	15,264	9,287
Warren	42,434	42,789	12,753	12,013	94.2	9,247	48,836	5,309*	9,163	5,350
Washington	209,001	210,852	57,173	54,200	94.8	46,109	172,956	13,123*	51,664	35,552
Wayne	28,367	29,934	9,534	8,933	93.7	6,488	23,808	13,573*	3,641	1,555
Westmoreland	313,335	303,411	84,403	80,436	95.3	66,160	264,381	13,261*	72,973	48,324
Wyoming	16,676	16,702	6,023	5,644	93.7	3,582	14,405	6,706*	1,496	734
York	202,440	178,022	58,346	55,604	95.3	43,008	184,909	37,936*	61,351	34,417

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.



CONLAN MADE A VISIT
AND IF YOU WANT TO QUIZ IT
- - Here Are The Answers - -

A recent Conlan Audience Survey showed WBRE programs ranked FIRST. FIRST in the morning . . . FIRST in the afternoon and FIRST in the evening. Aside from the fact that WBRE's listenership to nearly every NBC program stood far above the national average for the same shows, it was also proven that WBRE had the TOP THIRTEEN daytime programs in listener popularity and THREE of the top TEN were our own local shows. You just can't go wrong on WBRE.

Get your share of the *big* sales volumes listed below for the *big* Three-County area covered by WBRE.

Total annual retail sales	$402,116,000
Food Sales	112,224,000
General Merchandise	50,382,000
Automotive Sales	58,518,000
Eat-Drink Sales	34,568,000
Drug Sales	8,577,000
Total annual wholesale sales	$301,886,000

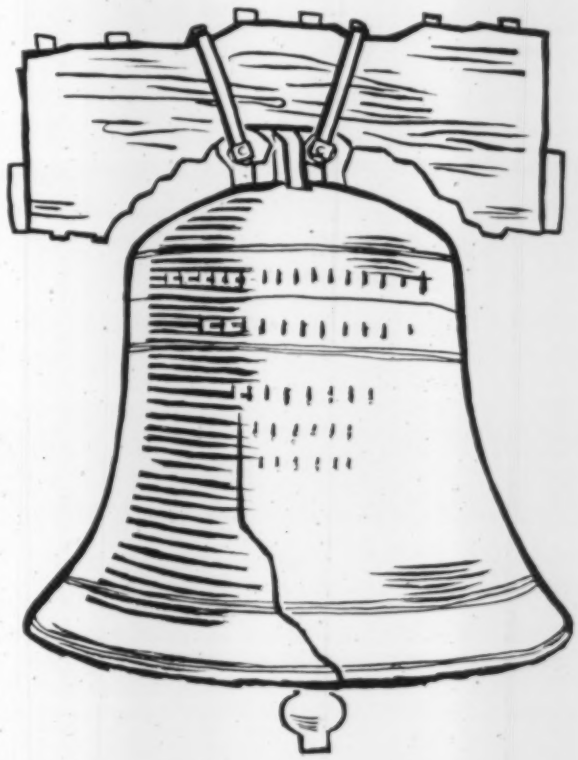
(*Source: 1950-51 Consumer Markets*)

Yes, WBRE can be your most effective salesman throughout the rich Wilkes-Barre, Wyoming Valley area. Check today and select WBRE availabilities that can and will do the job for you.

. . . . . WBRE IS THE FIRST STATION IN PENNSYLVANIA'S 4th LARGEST MARKETING AREA

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM AFFILIATE

Philadelphia is proud of **WCAU**, too



WCAU

on 50,000 Watts

CBS Radio Network

Affiliate

WCAU—TV

Channel 10

CBS-TV Network

Affiliate

THE PHILADELPHIA BULLETIN STATIONS REPRESENTED BY RADIO SALES

RHODE ISLAND

SPOT RATE FINDER

NEWPORT, Newport, 17,573 homes, 98.7% radio, 17,345 radio homes.

WRJM, 1kw-D, 1540 kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00

PAWTUCKET, Providence, 160,021 homes, 98.9% radio, 158,261 radio homes.

WPAW, 500w-D, 1380kc

D	3.00	5.00	6.50	16.50	27.50	50.00

PROVIDENCE, Providence, 160,021 homes, 98.9% radio, 158,261 radio homes.

4 AM affiliates, average 1-time rate

D	12.33	12.25	22.12	44.00	66.00	107.50
N	24.66	24.50	44.00	88.00	132.00	220.00

3 AM non-affiliates, average 1-time rate

D	6.00	9.00	18.00	36.00	56.00	90.00

WDEM, 500w-D, 1290kc

D	6.00	9.00	18.00	36.00	54.00	90.00

WDEM-FM, Chan. 299, 107.7mc, 20kw

D	6.00	9.00	18.00	36.00	54.00	90.00
N	6.00	9.00	18.00	36.00	54.00	90.00

WEAN, 5kw, 790kc, MBS, Petry, Hooper

D	11.00	11.00	22.00	44.00	66.00	110.00
N	22.00	22.00	44.00	88.00	132.00	220.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

WHIM, 1kw-D, 1110kc, Young, Ketell-Carter

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	18.00	36.00	54.00	90.00

WJAR, 5kw, 920kc, NBC, Weed

D		9.60	22.00	44.00	66.00	110.00
N		19.20	44.00	88.00	132.00	220.00

WJAR-FM, Chan. 238, 95.5mc, 14kw, Bonus

WJAR-TV, Chan. 11, 15kw-aur.; 30kw-vis.; NBC, Weed

D			90.00	140.00	210:00	350.00
N			137.50	220.00	330.00	550.00

WPJB, 5kw, 1420kc, ABC, Avery-Knodel

D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

WPJB-FM, Chan. 286, 105.1mc, 20kw, ABC, Avery-Knodel, Bonus

WPRO, 5kw, 630kc, CBS, Raymer, Hooper

D	16.00	16.00	24.00	48.00	72.00	120.00
N	32.00	32.00	48.00	96.00	144.00	240.00

WPRO-FM, Chan. 222, 92.3mc, 20kw, Bonus

WRIB, 1kw, 1220kc

D	6.00	9.00	18.00	36.00	60.00	90.00
N	6.00	9.00	18.00	36.00	60.00	90.00

WESTERLY, Washington, 16,581 homes, 97.1% radio, 16,100 radio homes.

WERI, 250w, 1230kc, Colton, Bannan, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WOONSOCKET, Providence, 160,021 homes, 98.9% radio, 158,261 radio homes.

WWON, 250w, 1240kc

D	5.85	7.20	16.00	26.00	45.00	75.00
N	5.85	7.20	16.00	26.00	45.00	75.00

WWON-FM, Chan. 288, 105.5mc, 0.39kw. Bonus

* * *

MARKET INDICATORS FOR RHODE ISLAND

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	791,896	'50	713,346	'40
% of U. S.	.5%	'50	0.54%	'40
Homes	227,159	'50	184,661	'40
Percent Radio	98.8%	'50	95.7%	'40
Radio Homes	224,433	'50	176,739	'40
Retail Sales	$ 737,795,000	'50	708,791,000	'48
Retail Trade Employes	39,057	'48	31,174	'39
Wholesale Sales Volume	$ 712,500,000	'48	239,000,000	'39
Wholesale Trade Employes	10,917	'48	7,626	'39
Manufacturing Employment (Mid-March)			159,072	'47
Manufacturing Taxable Payroll (1st Quarter)			$94,926,000	'47
Income	$1,117,000,000	'49	511,000,000	'40
Percent distribution	.57%	'49	0.67%	'40
Per Capita Income	$ 1,403	'49	715	'40
Percent of national per capita income	105%	'49	124%	'40
New Construction (Private)	$ 81,100,000	'50	19,200,000	'39
Residential	$ 49,500,000	'50	10,300,000	'39
Non-Residential	$ 16,300,000	'50	5,000,000	'39
Automobile Registration	250,869	'50	224,244	'41
Telephones	241,200	'50	160,200	'42

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

RHODE ISLAND RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment - Mid-March 1948	Taxable Payrolls 1st Qtr 1948 ($000)
Bristol	29,039	25,548	8,891	8,820	99.2	6,170	15,977	1,127,022	7,744	4,72
Kent	77,651	58,311	24,094	23,781	98.7	14,301	51,363	1,559,312	13,645	8,26
Newport	53,946	46,696	17,573	17,345	98.7	11,256	40,553	3,172,073	5,414	2,67
Providence	573,045	550,298	160,021	158,261	98.9	137,059	593,600	9,629*	218,583	135,14
Washington	46,250	32,493	16,581	16,100	97.1	7,953	36,302	3,207,843	8,091	4,84

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $00

SOUTH CAROLINA

SPOT RATE FINDER

ANDERSON, Anderson, 23,183 homes, 86.3% radio, 20,007 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.10	6.10	17.45	34.90	49.80	83.40
N	7.10	7.10	20.45	41.40	58.80	98.40

WAIM, 250w, 1230kc, CBS, Palmetto, Burn-Smith, BMB, Dodson

D	7.00	7.00	18.00	36.00	54.00	90.00
N	7.00	7.00	18.00	36.00	54.00	90.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WCAC (FM) Chan. 266, 101.1mc, 41kw, Burn-Smith, Dodson, Bonus

WANS, 1kw, 1280kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	5.20	5.20	16.90	33.80	45.60	76.80
N	7.20	7.20	22.90	46.80	63.60	106.80

BENNETTSVILLE, Marlboro, 7661 homes, 79.4% radio, 6,083 radio homes.

WBSC, 10kw-D, 5kw-N, 1550kc, MBS, McGillvra

D	7.00	14.00	28.00	42.00	70.00
N	10.00	20.00	40.00	60.00	100.00

CAMDEN, Kershaw, 7,781 homes, 79.0% radio, 6,147 radio homes.

WACA, 1kw-D, 1590kc

	SB	1M	5M	15M	30M	1 Hr
D		3.00	8.40	14.40	24.20	38.40

CHARLESTON, Charleston, 43,782 homes, 82.0% radio, 35,901 radio homes.

4 AM affiliates, average 1-time rate

D	5.00	5.00	10.00	17.75	27.38	47.62
N	9.75	9.75	20.25	35.50	54.50	95.00

WCSC, 5wk, 1390kc, CBS, Free & Peters, BMB, Hooper

D	6.00	6.00	12.00	20.00	32.50	62.50
N	12.00	12.00	25.00	40.00	65.00	125.00

WCSC-FM, Chan. 245, 96.9mc, 36kw (20% of AM rates)

WHAN, 250w, 1340kc, ABC, Burn-Smith, BMB, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WPAL, 1kw-D, 730kc, Pearson, Dora-Clayton

D			8.00	15.00	24.00	45.00

WTMA, 5kw-D, 1kw-N, 1250kc, NBC, Hollingbery

D	6.00	6.00	12.00	20.00	30.00	50.00
N	12.00	12.00	25.00	40.00	60.00	100.00

WTMA-FM, Chan. 236, 95.1mc, 49kw, Bonus

WUSN, 250w, 1450kc, MBS, Radio Reps.

D	4.00	4.00	8.00	15.00	23.00	38.00
N	7.00	7.00	15.00	30.00	45.00	75.00

(Continued on page 156)

more New Englanders listen to WPRO than any other Rhode Island station

Season after season, Hooper's Share of Radio Audience Reports show a dominant audience leadership for WPRO in the Providence-Pawtucket area—the nucleus of New England's SECOND LARGEST MARKET . . . the 19th largest market in the United States.

but, that's only HALF the story

Another of America's major marketing areas, Fall River-New Bedford, Mass., relies on WPRO for its popular CBS and local programs. WPRO's powerful *5000 watts on 630 kilocycles* cover this eighth largest New England market with a signal greater than 2 millivolts.

and, as a TEST MARKET*

. . . PROVIDENCE ranks FIRST in the New England-Middle Atlantic States area and FIFTH in the United States for cities of 250,000 to 500,000 population.

*Copr. Sales Management Nov. 10th Issue, 1950.

TO REACH THE MOST BUYERS, BUY BASIC.. CBS ..WPRO AM & FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

XUM

SOUTH CAROLINA'S SUPERMARKET!

GREENVILLE

SOUTH CAROLINA'S LARGEST
METROPOLITAN AREA
(U. S. Census, 1950)

LEADS BY FAR IN

RETAIL SALES

GREENVILLE $151,050,000
Columbia 136,965,000
Charleston 125,097,000
Sales Management 1951

Greenville leads also in Population, Employment, Wages, and Automotive Registration. South Carolina's First Metropolitan Area is your first market in S. C.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

SOUTH CAROLINA

SPOT RATE FINDER

(Continued from page 154)

CHESTER, Chester, 7,999 homes, 84.2% radio, 6,735 radio homes.
WGCD, 250w, 1490kc, MBS, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00

COLUMBIA, Richland, 35,465 homes, 86.4% radio, 30,642 radio homes.

4 AM affiliates, average 1-time rate

D	6.50	7.50	14.88	25.00	40.50	67.50
N	10.00	10.25	18.75	36.00	55.25	98.75

WCOS, 250w, 1400kc, ABC, Taylor, Pulse

D	6.00	6.00	12.50	20.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WIS, 5kw, 560kc, NBC, Free & Peters, Pulse, BMB

D	10.00	14.00	25.00	40.00	60.00	100.00
N	17.00	18.00	28.00	50.00	80.00	160.00

WIS-FM, Chan. 233, 94.5mc, 1.3kw, Bonus
WMSC, 1kw, 1320kc, CBS, H-R Reps, BMB, Pulse

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	15.00	30.00	45.00	75.00

* * *

GEORGETOWN, Georgetown, 7,631 homes, 79.1% radio, 6,036 radio homes.
WGTN, 250w, 1400kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.50	9.00	17.00	30.00	50.00
N	4.00	4.50	9.00	17.00	30.00	50.00

GREENVILLE, Greenville, 44,313 homes, 89.2% radio, 39,527 radio homes.

4 AM affiliates, average 1-time rate

D	6.62	6.62	12.00	23.00	34.50	57.50
N	10.67	10.67	21.33	42.50	64.00	106.67

WAKE, 250w, 1490kc, CBS, MBS, Taylor, Conlan

D	5.00	5.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WESC, 5kw-D, 660kc, LBS, Walker

D	7.00	7.00	15.00	28.00	42.00	70.00

WESC-FM, Chan. 223, 92.5mc, 12kw, Walker, Bonus days only

N	3.50	3.50	7.50	14.00	21.00	35.00

WFBC, 5kw, 1330kc, NBC, Avery-Knodel, Conlan

D	7.50	7.50	15.00	28.00	42.00	70.00
N	14.00	14.00	28.00	56.00	84.00	140.00

WFBC-FM, Chan. 229, 93.7mc, 8.3kw, Bonus

* * *

NEWBERRY, Newberry, 7,952 homes, 82.8% radio, 6,584 radio homes.
WKDK, 250w, 1240kc, MBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

ORANGEBURG, Orangeburg, 16,272 homes, 78.3% radio, 12,741 radio homes.

2 AM affiliates, average 1-time rate

D	3.25	3.50	9.00	19.00	27.50	37.50

WRNO, 250w, 1450kc, MBS

D	4.00	4.00	8.00	18.00	25.00	35.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WTND, 1kw-D, 1270kc, LBS

D	2.50	3.00	10.00	20.00	30.00	40.00

ROCK HILL, York, 16,777 homes, 85.9% radio, 14,411 radio homes.

2 AM affiliates, average 1-time rate

D	5.25	6.50	10.50	20.50	33.00	55.00

WRHI, 250w, 1340kc, MBS

D	4.50	5.00	9.00	17.00	30.00	50.00
N	4.50	5.00	9.00	17.00	30.00	50.00

* * *

* * *

WNOK, 250w, 1230kc, MBS, Forjoe, Pulse

D	5.00	5.00	12.00	20.00	36.00	60.00
N	7.00	7.00	16.00	32.00	48.00	80.00

CONWAY, Harry, 15,542 homes, 79.6% radio, 12,371 radio homes.
WLAT, 250w, 1490kc, MBS, McGillvra, Conlan

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

DILLON, Dillon, 6,825 homes, 80.7% radio, 5,508 radio homes.
WDSC, 1kw-D, 800kc, MBS, McGillvra, BMB

D		5.00	10.00	20.00	30.00	50.00

EASLEY, Pickens, 10,130 homes, 88.5% radio, 8,965 radio homes.
WELP, 1kw-D, 1360kc

D	2.00	4.00	9.00	18.00	30.00	60.00

FLORENCE, Florence, 18,141 homes, 81.5% radio, 14,785 radio homes.

2 AM affiliates, average 1-time rate

D	4.30	6.30	12.30	23.60	36.90	61.50
N	6.00	8.00	16.00	32.00	48.00	80.00

WJMX, 5kw-D, 1kw-N, 970kc, ABC, Walker, BMB, Hooper

D	5.00	7.50	15.00	28.00	45.00	75.00
N	7.50	10.00	20.00	40.00	60.00	100.00

WOLS, 250w, 1230kc, LBS, McGillvra

D	3.60	4.80	9.60	19.20	28.80	48.00
N	4.50	6.00	12.00	24.00	36.00	60.00

GAFFNEY, Cherokee, 8,406 homes, 86.3% radio 7,254 radio homes.
WFGN, 250w-D, 1570kc

D		2.10	4.15	8.25	16.50	33.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

WMRC, 5kw, 1440kc, ABC, Weed

D	7.00	7.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WMRC-FM, Chan. 235, 94.9mc, 79kw, Bonus
WMUU, 1kw-D, 1260kc

D	3.00	4.00	6.50	12.00	20.00	30.00

GREENWOOD, Greenwood, 10,806 homes, 85.4% radio, 9,228 radio homes.
WCRS, 250w, 1450kc, NBC, Clark

D	4.00	4.00	7.00	15.00	25.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WCRS-FM, Chan. 239, 95.7mc, 8.6kw, NBC, McGillvra

D	4.00	4.00	7.00	15.00	25.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

GREER, Greenville, 44,313 homes, 89.2% radio, 39,527 radio homes.
WEAB, 250w-D, 800kc

D		4.00	12.00	20.00	35.00	60.00

HARTSVILLE, Darlington, 11,448 homes, 80.7% radio, 9,239 radio homes.
WHSC, 250w, 1450kc, MBS

D	3.00	3.00	8.00	16.00	24.00	40.00
N	3.00	3.00	8.00	16.00	24.00	40.00

KINGSTREE, Williamsburg, 9,081 homes, 76.2% radio, 6,920 radio homes.
WDKD, 1kw-D, 1300kc

D	4.00	5.00	10.00	20.00	30.00	50.00

LAURENS, Laurens, 11,558 homes, 84.2% radio, 9,732 radio homes.
WLBG, 250w-D, 860kc

D	5.00	5.00	6.50	15.00	25.00	40.00

MULLINS, Marion, 7,676 homes, 79.1% radio homes, 6,072 radio homes.
WJAY, 1kw-D, 1280kc, LBS, KBS

D	3.00	3.50	9.00	18.00	27.00	45.00

MYRTLE BEACH, Harry, 15,542 homes, 79.6% radio, 12,371 radio homes.
WMRA, 250w, 1450kc

D	3.00	3.00	6.00	12.00	21.00	30.00
N	3.00	3.00	6.00	12.00	21.00	30.00

* * *

WRHI-FM, Chan. 248, 97.5mc, 9.4kw, Bonus
WTYC, 1kw-D, 1150kc, LBS

D	6.00	8.00	12.00	24.00	36.00	60.00

SENECA, Oconee, 9,315 homes, 84.8% radio, 7,899 radio homes.
WSNW, 1kw-D, 1150kc, LBS, Continental

D	4.00	4.00	9.00	18.00	30.00	60.00

SPARTANBURG, Spartanburg, 36,931 homes, 88.5% radio, 32,684 radio homes.

2 AM affiliates, average 1-time rate

D	6.75	6.75	13.50	27.00	40.50	67.50
N	9.75	9.75	21.25	39.00	58.50	97.50

WORD, 250w, 1400kc, ABC, Hollingbery

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	17.50	28.00	42.00	70.00

WDXY (FM), Chan. 263, 100.5mc, 12kw, ABC

D	3.00	3.00	5.50	11.25	18.75	30.00
N	3.00	3.00	5.50	11.25	18.75	30.00

WSPA, 5kw, 950kc, CBS, Blair, BMB, Hooper

D	8.50	8.50	17.00	34.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

WSPA-FM, Chan. 255, 98.9mc, 4.85kw, Bonus

SUMTER, Sumter, 13,076 homes, 78.6% radio, 10,278 radio homes.
WFIG, 250w, 1340kc, MBS, McGillvra

D	5.00	5.00	10.00	18.00	28.00	40.00
N	6.00	6.00	14.00	24.00	30.00	50.00

UNION, Union, 7,412 homes, 84.4% radio, 6,256 radio homes.
WBCU, 1kw, 1460kc, MBS

D	2.00	2.00	5.00	10.00	15.00	25.00
N	3.00	3.00	6.00	12.00	18.00	30.00

WALTERBORO, Coleton, 7,748 homes, 77.3% radio, 5,989 radio homes.
WALD, 250w, 1490kc, MBS

D		5.00	15.00	25.00	40.00	60.00
N		5.00	15.00	25.00	40.00	60.00

SOUTH CAROLINA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Abbeville	22,475	22,231	5,889	4,723	80.2	2,219	10,030	2,316*	2,598	1,459
Aiken	53,188	49,916	14,122	11,862	84.0	5,861	18,873	7,040*	8,577	4,394
Allendale	12,475	13,040	2,868	2,240	78.1	723	4,516	2,316*	838	277
Anderson	90,617	88,712	23,183	20,007	86.3	12,758	57,125	9,003*	19,029	9,817
Bamberg	17,605	18,643	4,529	3,492	77.1	1,260	8,385	3,451*	1,585	597
Barnwell	17,174	20,138	4,527	3,517	77.7	1,153	5,580	3,218,597	789	277
Beaufort	26,941	22,037	6,680	5,117	76.6	1,128	10,589	2,054*	1,612	604
Berkeley	30,478	27,128	6,538	5,152	78.8	1,476	7,500	1,399*	1,599	499
Calhoun	14,789	16,229	3,784	2,936	77.6	876	4,524	3,857*	863	275
Charleston	159,838	121,105	43,782	35,901	82.0	16,969	125,097	3,364*	29,308	13,694
Cherokee	34,913	33,290	8,406	7,254	86.3	4,141	15,936	4,716*	5,734	2,680
Chester	32,571	32,579	7,999	6,735	84.2	3,615	18,029	3,558*	7,094	3,677
Chesterfield	36,121	35,963	8,058	6,567	81.5	3,124	16,791	6,976*	2,921	1,152
Clarendon	32,221	31,500	6,631	5,119	77.2	1,598	9,689	7,634*	1,020	356
Colleton	28,251	21,268	7,748	5,989	77.3	1,838	12,692	2,951*	2,265	725
Darlington	50,003	45,198	11,448	9,239	80.7	4,457	27,338	10,567*	7,003	3,828
Dillon	30,936	29,625	6,825	5,508	80.7	2,476	14,125	9,826*	1,322	757
Dorchester	22,598	19,928	5,267	4,214	80.0	1,641	9,448	2,676*	1,722	620
Edgefield	16,608	17,894	4,009	3,207	80.0	1,278	6,874	3,928*	1,667	744
Fairfield	21,791	24,187	4,999	3,984	79.7	1,877	8,198	1,966*	3,160	1,390
Florence	79,014	70,582	18,141	14,785	81.5	7,169	54,538	16,740*	7,647	3,100
Georgetown	31,426	26,352	7,631	6,036	79.1	2,105	16,028	2,241*	4,773	2,476
Greenville	167,118	136,580	44,313	39,527	89.2	23,136	151,050	7,555*	48,067	26,629
Greenwood	41,467	40,083	10,806	9,228	85.4	5,302	33,389	1,872*	16,859	9,031
Hampton	18,153	17,465	4,506	3,515	78.0	1,084	6,399	2,162*	2,279	870
Horry	59,862	51,951	15,542	12,371	79.6	4,060	31,237	20,123*	3,423	1,338
Jasper	10,985	11,011	2,476	1,941	78.4	674	3,857	753*	879	274
Kershaw	32,233	32,913	7,781	6,147	79.0	2,520	14,726	4,656*	3,568	1,587
Lancaster	37,131	33,542	8,912	7,736	86.8	4,090	21,344	2,944*	7,538	3,998
Laurens	46,924	44,185	11,558	9,732	84.2	5,526	23,572	6,147*	8,899	4,807
Lee	23,168	24,908	4,998	3,788	75.8	1,480	7,106	7,541*	498	187
Lexington	44,229	35,994	11,212	9,541	85.1	4,331	18,076	6,025*	4,037	1,535
McCormick	9,571	10,361	2,230	1,735	77.8	576	2,997	1,017*	1,187	433

(Continued on page 158)

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

better buy . . . RADIO

best buy . . . WCSC

CHARLESTON, S. C.

"When there is a selling job to be done in Charleston, South Carolina, Radio is the most effective way to tell the people of this fast-growing Coastal Carolina Market. First Federal Saving & Loan grew from $5.000.00 to Three Million in fifteen years, from Three Million to Six and a half Million in two years. Growth assigned to radio.

We hope advertisers will use WCSC and WCSC-FM, Coastal Carolina's Oldest, Most Popular* and Most Widely Heard** Radio Stations.

But, in any event, use Radio . . . the best selling media for Charleston, S. C., and Coastal Carolina.

Thanks to: Successful Servicing

AM 5000 WATTS DAY AND NIGHT
FM 36,000 WATTS DAY AND NIGHT

WCSC

JOHN M. RIVER, OWNER
FREE & PETERS, NATIONAL REPRESENTATIVE

* Last 3 Hoopers
** BMB Study AE2"

SOUTH CAROLINA RADIO MARKET DATA BY COUNTIES

(Continued from page 157)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Marion	33,194	30,107	7,676	6,072	79.1	2,826	17,973	7,827*	2,663	1,083
Marlboro	31,728	33,281	7,661	6,083	79.4	2,509	14,881	9,758*	2,992	1,294
Newberry	31,796	33,577	7,952	6,584	82.8	3,718	18,508	3,306*	6,479	3,066
Oconee	39,016	36,512	9,315	7,899	84.8	4,105	16,742	3,198*	3,599	1,375
Orangeburg	68,751	63,707	16,272	12,741	78.3	4,930	33,509	14,045*	5,852	2,433
Pickens	40,053	37,111	10,130	8,965	88.5	5,075	18,365	3,376*	8,110	3,858
Richland	141,880	104,843	35,465	30,642	86.4	15,347	136,965	4,192*	29,304	14,359
Saluda	15,954	17,192	3,793	3,057	80.6	1,395	4,661	3,323*	944	284
Spartanburg	147,930	127,733	36,931	32,684	88.5	19,406	109,296	14,087*	37,793	20,049
Sumter	57,606	52,463	13,076	10,278	78.6	4,264	30,731	8,139*	8,053	3,386
Union	31,259	31,360	7,412	6,256	84.4	3,763	16,288	1,835*	7,609	4,032
Williamsburg	43,830	41,011	9,081	6,920	76.2	2,209	16,031	13,002*	1,799	599
York	71,561	58,663	16,777	14,411	85.9	7,474	48,124	5,457*	15,139	8,242

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

* * *

MARKET INDICATORS FOR SOUTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,117,027	'50	1,899,804	'40
% of U. S.	1.4%	'50	1.44%	'40
Homes	518,940	'50	422,263	'40
Percent Radio	83.2%	'50	49.6%	'40
Radio Homes	431,758	'50	209,542	'40
Retail Sales	$1,257,732,000	'50	1,141,201,000	'48
Retail Trade Employes	63,874	'48	43,997	'39
Wholesale Sales Volume	$ 991,602,000	'48	297,200,000	'39
Wholesale Trade Employes	13,725	'48	8,892	'39
Manufacturing Employment (Mid-March)			192,835	'47
Manufacturing Taxable Payroll (1st Quarter)			$90,611,000	'47
Income	$1,584,000,000	'49	545,000,000	'40
Percent distribution	.80%	'49	0.72%	'40
Per Capita Income	787	'49	286	'40
Percent of national per capita income	59%	'49	50%	'40
New Construction (Private)	$ 87,600,000	'47	30,300,000	'39
Residential	$ 33,100,000	'47	16,500,000	'39
Non-Residential	$ 30,300,000	'48	6,900,000	'39
Automobile Registration	578,802	'50	484,579	'48
Telephones	250,000	'50	124,900	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

SOUTH DAKOTA

SPOT RATE FINDER

ABERDEEN, Brown, 8,987 homes, 97.9% radio, 8,798 radio homes.
KSDN, 1kw, 930kc, MBS, Weed, Conlan, Crosley

	SB	1M	5M	15M	30M	1 Hr
D	5.50	5.50	11.00	22.00	33.00	55.00
N	8.00	8.00	16.00	32.00	48.00	80.00

DEADWOOD, Lawrence, 5,198 homes, 96.4% radio, 5,011 radio homes.
KDSJ, 250w, 1450kc, MBS, LBS, Clark (CP 1kw, 980kc)

D	5.00	6.00	9.00	18.00	27.00	45.00
N	6.00	7.00	10.00	20.00	30.00	50.00

HURON, Beadle, 5,830 homes, 96.3% radio, 5,614 radio homes.
KIJV, 250w, 1340kc, MBS, Lawson

D	2.40	4.00	9.60	19.20	28.80	48.00
N	3.00	5.00	12.00	24.00	36.00	60.00

MITCHELL, Davison, 4,662 homes, 96.4% radio, 4,494 radio homes.
KORN, 250w, 1490kc, MBS

D	3.75	5.00	10.00	20.00	30.00	50.00
N	4.50	6.00	12.00	24.00	36.00	60.00

PIERRE, Hughes, 2,234 homes, 96.0% radio, 2,145 radio homes.
KGFX, 200w-D, 630kc, Continental, BMB

D	5.00	18.00	25.00	36.00	60.00	

RAPID CITY, Pennington, 9,754 homes, 95.5% radio, 9,315 radio homes.
KOTA, 5kw, 1380kc, CBS, Johns, Hooper

D	7.50	10.00	15.00	30.00	50.00	80.00
N	9.00	12.50	20.00	45.00	65.00	100.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KOZY (FM), Chan. 232, 94.7mc, 16kw

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.50	9.25	14.00	21.00	35.00
N	4.00	5.50	9.25	14.00	21.00	35.00

SIOUX FALLS, Minnehaha, 19,520 homes, 97.5% radio, 19,032 radio homes.
3 AM affiliates, average 1-time rate

D	6.67	7.50	15.00	30.00	45.00	75.00
N	9.67	11.00	20.67	41.33	62.00	103.33

KELO, 5kw, 1320kc, NBC, Pearson, Conlan

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	26.00	52.00	78.00	130.00

KIHO, 1kw, 1270kc, MBS, Raymer

D	5.00	6.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

KISD, 250w, 1230kc, Cooke, Conlan

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	8.40	17.50	28.00	42.00	70.00

KSOO, 5kw, 1140kc, ABC, Avery-Knodel

D	5.00	6.50	15.00	30.00	45.00	75.00
N	6.00	8.00	18.00	36.00	54.00	90.00

WATERTOWN, Codington, 5,418 homes, 96.8% radio, 5,245 radio homes.
KWAT, 1kw, 950kc, Walker, Lawson

D	3.70	5.00	10.80	16.90	32.00	56.70
N	4.25	6.35	12.35	20.00	37.50	66.50

YANKTON, Yankton, 4,091 homes, 95.3% radio, 3,899 radio homes.
WNAX, 5kw, 570kc, CBS, Katz, BMB, Diary

D	15.00	23.00	28.00	56.00	84.00	140.00
N	20.00	30.00	40.00	80.00	150.00	300.00

MARKET INDICATORS FOR SOUTH DAKOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	652,740	'50	642,961	'40
% of U. S.	.4%	'50	0.49%	'40
Homes	181,033	'50	160,894	'40
Percent Radio	95.9%	'50	84.6%	'40
Radio Homes	173,611	'50	136,049	'40
Retail Sales	645,284,000	'50	618,827,000	'48
Retail Trade Employes	29,240	'48	17,798	'39
Wholesale Sales Volume	792,828,000	'48	133,400,000	'39
Wholesale Trade Employes	8,030	'48	4,984	'39
Manufacturing Employment (Mid-March)			11,288	'47
Manufacturing Taxable Payroll (1st Quarter)			$6,447,000	'47
Income	$ 734,000,000	'49	242,000,000	'40
Percent distribution	.37%	'49	0.32%	'40
Per Capita Income	$ 1,174	'49	376	'40
Percent of national per capita income	88%	'49	65%	'40
New Construction (Private)	$ 39,400,000	'47	9,000,000	'39
Residential	$ 12,100,000	'47	2,500,000	'39
Non-Residential	$ 6,500,000	'48	1,300,000	'39
Automobile Registration	290,080	'50	249,659	'48
Telephones	154,200	'50	101,000	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

WSPA HAS 'EM ALL!

COVERAGE... Solid throughout the populous, wealthy, eager-to-buy 17 counties which constitute the rich, Carolina Piedmont (Spartanburg-Greenville) Area.

PENETRATION... As deep and sure as the Gamecock's spurs!

AUDIENCE... BMB Report No. 2 shows WSPA with the largest audience of any station in the area! 112,010 Daytime Total Weekly Audience Families!

SALESMANSHIP... It was born in us... Experience taught us the rest!

SHOWMANSHIP... Our know-how to program -- to mix the sweet and hot with the news and views...the thrillers with the top billers, local and network.

These are the things which have made WSPA the No. 1 CBS Station in the prosperous Spartanburg-Greenville Market!

FOR SALES THAT WILL KEEP ON ROLLING... AIR YOUR WARES OVER

WSPA — SOUTH CAROLINA'S OLDEST STATION — SPARTANBURG, S. C.

Represented By:
John Blair & Co.
Harry E. Cummings
Southeastern Representative
Roger A. Shaffer
Managing Director
Guy Vaughan, Jr.
Sales Manager

No. 1 CBS Station For The Spartanburg-Greenville Market
5,000 Watts -- 950 On Your Dial

5000 WATTS
1320 KC

KELO

AFFILIATE

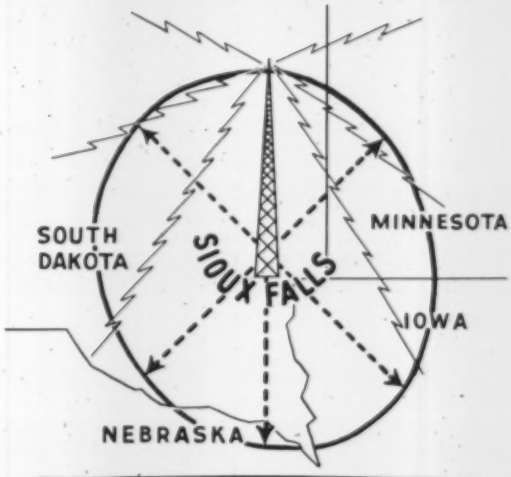
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

AS A MATTER OF FACT!

"TALK ABOUT STRATEGIC LOCATION"

IN KELO .5 MV
48% OF RETAIL SALES IN S. D.

IN KELO .5 MV
5% OF RETAIL SALES IN MINNESOTA



IN KELO .5 MV
3% OF RETAIL SALES IN NEBR.

IN KELO .5 MV
8% OF RETAIL SALES IN IOWA

IN THIS RICHEST OF U. S. FARM MARKETS
DWELL OVER 750,000 PERSONS—REPRESENTING
175,000 RADIO HOMES—WITH FAMILY INCOME

IN KELOLAND OF $7,076.00

TO THE PEOPLE IN THIS MOST STABLE OF THE
NATION'S MARKETS—RADIO STATION KELO IS

FIRST

for farm information

QUESTION 1. Upon what station do you depend most for farm information?

KELO	**27.8%**
STATION A	18.0
STATION B	16.6
STATION C	13.9
STATION D	9.1
STATION E	7.0

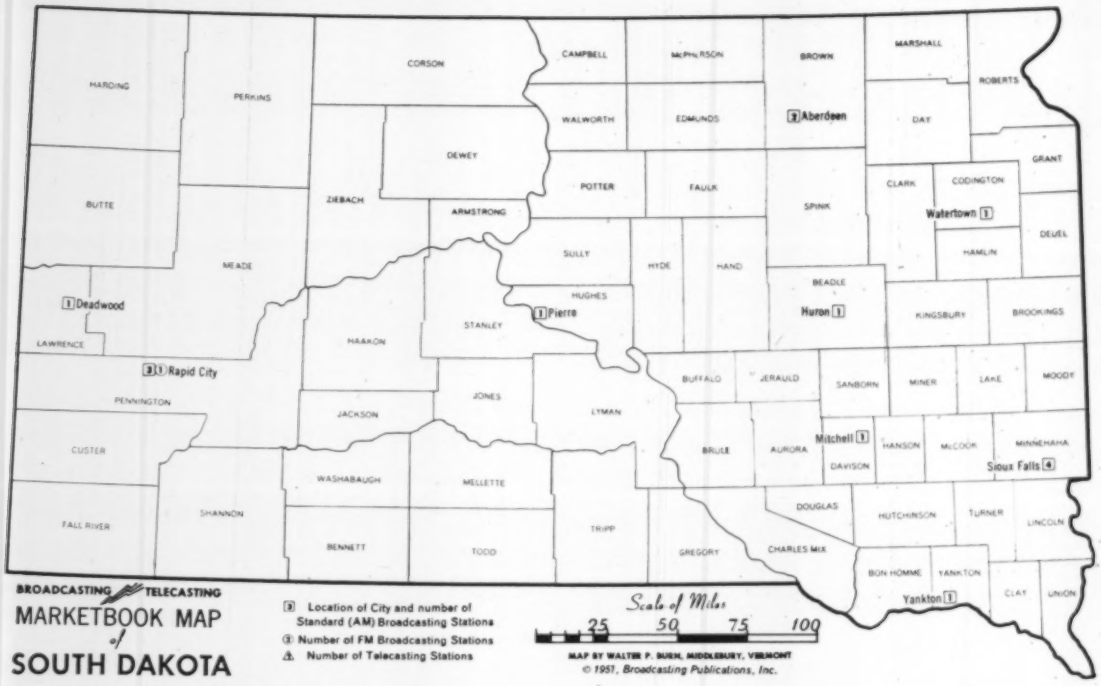
NBC

for general news

QUESTION 2. Upon what station do you depend most for news?

KELO	**25.2%**
STATION A	20.8
STATION B	17.9
STATION C	12.6
STATION D	9.1
STATION E	7.9

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.



SOUTH DAKOTA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Aurora	5,008	5,387	1,437	1,352	94.1	1,055	3,147	4,009*	161	53
Beadle	21,005	19,648	5,830	5,614	96.3	4,545	25,250	11,345*	3,686	1,879
Bennett	3,374	3,983	941	841	89.4	540	2,386	2,846*	120	46
Bon Homme	9,437	10,241	2,787	2,650	95.1	2,171	8,402	7,343*	526	181
Brookings	17,799	16,560	4,697	4,561	97.1	3,740	17,480	13,979*	1,379	601
Brown	32,543	29,676	8,987	8,798	97.9	7,000	46,561	20,316*	5,332	2,701
Brule	6,073	6,195	1,750	1,664	95.1	1,339	7,366	4,522*	433	167
Buffalo	1,607	1,853	405	371	91.7	257	194	1,421*	8	1
Butte	8,091	8,004	2,607	2,503	96.0	1,751	11,178	6,885*	912	452
Campbell	4,036	5,033	1,036	981	94.7	848	1,894	6,003*	74	26
Charles Mix	15,314	13,449	4,210	3,928	93.3	2,279	10,833	9,969*	663	232
Clark	8,368	8,955	2,366	2,283	96.5	1,949	6,475	10,134*	346	121
Clay	10,989	9,592	2,924	2,830	96.8	2,269	7,687	14,917*	718	276
Codington	18,904	17,014	5,418	5,245	96.8	3,783	27,463	9,660*	3,119	1,628
Corson	6,150	6,755	1,504	1,444	96.0	1,095	3,109	6,203*	146	50
Custer	5,491	6,023	1,892	1,763	93.2	1,214	4,015	1,948*	543	239
Davison	16,444	15,336	4,662	4,494	96.4	3,671	28,239	6,068*	3,243	1,553
Day	12,258	13,565	3,686	3,550	96.3	2,794	11,511	11,528*	761	301
Deuel	7,687	8,450	2,030	1,963	96.7	1,691	4,294	7,711*	251	82
Dewey	4,907	5,709	1,224	1,142	93.3	940	3,106	2,698*	141	51
Douglas	5,626	6,348	1,489	1,410	94.7	1,227	3,562	4,771*	187	75
Edmunds	7,253	7,814	1,883	1,800	95.6	1,488	5,545	6,918*	312	121
Fall River	10,368	8,089	3,010	2,844	94.5	1,648	8,128	2,958*	770	309
Faulk	4,741	5,168	1,381	1,335	96.7	1,165	4,139	6,673*	213	77
Grant	10,225	10,552	2,853	2,787	97.7	2,397	7,496	10,047*	793	394
Gregory	8,456	9,554	2,409	2,262	93.9	1,730	6,252	7,602*	377	124
Haakon	3,165	3,515	1,001	959	95.8	809	3,929	2,866*	231	82
Hamlin	7,035	7,562	1,971	1,898	96.3	1,581	5,458	7,577*	355	125
Hand	7,139	7,166	2,007	1,943	96.8	1,536	6,793	8,635*	386	147
Hanson	4,876	5,400	1,297	1,240	95.6	1,140	1,904	6,532*	126	36
Harding	2,275	3,010	763	713	93.5	569	1,347	3,785*	54	23
Hughes	8,079	6,624	2,234	2,145	96.0	1,601	10,840	2,011*	885	366
Hutchinson	11,423	12,668	3,158	3,000	95.0	2,423	10,072	11,877*	643	251
Hyde	2,801	3,113	803	773	96.3	675	3,174	2,902*	147	60
Jackson	1,764	1,955	525	494	94.1	414	2,274	1,140*	79	32
Jerauld	4,459	4,752	1,289	1,240	96.2	1,054	3,643	4,035*	293	123
Jones	2,274	2,509	677	645	95.2	552	2,441	2,648*	93	39
Kingbury	9,962	10,831	2,875	2,760	96.0	2,342	9,775	11,186*	569	211
Lake	11,650	12,412	3,401	3,296	96.9	2,778	11,575	10,316*	930	384
Lawrence	16,373	19,093	5,198	5,011	96.4	4,652	14,994	1,880,235	3,705	2,325
Lincoln	12,760	13,171	3,565	3,462	97.1	2,935	10,944	16,149*	610	234
Lyman	4,563	5,045	1,280	1,215	94.9	989	3,035	4,336*	112	39
McCook	8,799	9,793	2,365	2,266	95.8	2,047	6,482	8,123*	478	176
McPherson	7,062	8,353	1,860	1,737	93.4	1,334	5,321	7,074*	290	116
Marshall	7,797	8,880	2,087	2,006	96.1	1,730	7,030	8,305*	359	140
Meade	11,515	9,735	2,790	2,617	93.8	2,019	7,312	7,042*	527	200
Mellette	3,032	4,107	850	768	90.3	496	1,172	3,034*	40	10
Miner	6,260	6,836	1,759	1,687	95.9	1,500	4,990	5,487*	249	106
Minnehaha	70,371	57,697	19,520	19,032	97.5	14,073	88,889	25,383*	17,581	10,832
Moody	9,253	9,341	2,404	2,337	97.2	2,140	6,499	13,144*	458	185
Pennington	33,844	23,799	9,754	9,315	95.5	5,502	45,551	7,842*	5,850	3,084
Perkins	6,765	6,585	1,896	1,797	94.8	1,309	8,453	6,634*	505	196
Potter	4,681	4,614	1,307	1,260	96.4	975	6,076	5,441*	270	106
Roberts	14,896	15,887	3,955	3,789	95.8	3,155	10,635	13,080*	726	245
Sanborn	5,120	5,754	1,524	1,443	94.7	1,210	3,833	5,788*	262	106
Shannon	5,623	7,155	1,168	1,016	87.0	539	642	1,824*	45	14
Spink	12,168	12,527	3,362	3,278	97.5	2,822	11,158	15,761*	962	366
Stanley	2,043	1,959	590	568	96.2	458	936	1,724*	60	27
Sully	2,697	2,668	750	717	95.6	529	2,236	2,874*	105	41
Todd	4,759	5,714	1,110	985	88.7	652	778	3,592*	26	8
Tripp	9,114	9,937	2,584	2,450	94.8	1,910	10,951	8,905*	766	331
Turner	12,084	13,270	3,576	3,447	96.4	2,923	10,132	16,240*	603	216
Union	10,773	11,675	3,098	2,990	96.5	2,572	8,675	13,947*	570	213
Walworth	7,629	7,274	2,087	2,022	96.9	1,541	9,529	5,237*	709	273
Washabaugh	1,548	1,980	383	359	93.8	222	180	1,283*		
Yankton	16,791	16,725	4,091	3,899	95.3	3,131	18,712	11,622*	1,893	894
Ziebach	2,601	2,875	677	625	92.3	430	1,202	2,021*	34	11

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

CONSIDER THE COVERAGE

COMPARE THE COST

WNAX vs FARM PAPERS

(coverage)

WNAX weekly audience, as measured by BMV Study #2: 405,210 families—with 80% listening 3-7 times each week.

(circulation)

publisher's figures

Farm	Paper	A	227,877
"	"	B	224,968
"	"	C	218,156
"	"	D	181,070
"	"	E	148,420
"	"	F	93,460
"	"	G	65,180

(Circulation for the leading farm publications in the five states served by WNAX)

COST PER THOUSAND:

WNAX

One class "D" half-hour on WNAX carries a one-time rate of $84.00. WNAX reaches 405,210 families for $84.00 . . . OR A COST-PER-THOUSAND OF ONLY $0.207

FARM PUBLICATIONS

The combined black and white page cost to reach 405,000 Big Aggie Land families with these 7 leading farm publications would be $1952.10 . . . OR A COST PER-THOUSAND OF $4.82

When you consider the coverage and compare the cost, it's easy to see you just can't beat WNAX in Big Aggie Land. So, when you buy to sell in the world's richest agricultural area . . . get the BEST BUY—WNAX! See your nearest Katz man today.

THE MIDWEST ADDRESS OF CBS

YANKTON – SIOUX CITY AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

TENNESSEE

SPOT RATE FINDER

ATHENS, McMinn, 8,210 homes, 87.1% radio, 7,151 radio homes.

WLAR, 250w, 1450kc, KBS

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.00	5.00	9.00	16.00	30.00
N	3.00	4.00	8.00	18.00	32.00	60.00

BRISTOL (see also Bristol, Va.), Sullivan, 23,950 homes, 91.2% radio, 21,842 radio homes.

WOPI, 250w, 1490kc, NBC, Burn-Smith

D	5.46	5.46	13.65	21.84	32.76	54.60
N	7.80	7.80	17.55	27.30	46.80	**78.00**

WOPI-FM, Chan. 245, 96.9mc, 18.5kw, Burn-Smith

D	2.00	2.00		6.00	12.00	24.00
N	2.50	2.50		7.50	15.00	30.00

CHATTANOOGA, Hamilton, 56,470 homes, 90.1% radio, 50,879 radio homes.

4 AM affiliates, average 1-time rate

D	10.25	10.25	15.25	29.50	44.25	73.75
N	17.00	17.00	26.50	54.00	81.00	135.00

WAGC, 250w, 1450kc, MBS, Rambeau, Hooper

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	18.00	40.00	60.00	100.00

WAPO, 5kw-D, 1kw-N, 1150kc, NBC, Headley-Reed, Hooper, Conlan

D	12.00	12.00	17.50	35.00	52.50	87.50
N	20.00	20.00	30.00	60.00	90.00	150.00

WAPO-FM, Chan. 234, 94.7mc, 37.2kw, Bonus

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WDEF, 5kw-D, 1kw-N, 1370kc, ABC, Branham, Hooper, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	11.00	11.00	16.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

WDOD, 5kw, 1310kc, CBS, Raymer

D	12.00	12.00	17.50	35.00	52.50	87.50
N	20.00	20.00	30.00	60.00	90.00	150.00

WDOD-FM, Chan. 243, 96.5mc, 42kw, Bonus

WDXB, 250w, 1490kc, Forjoe, O'Connor

D	8.00	15.00	25.00	30.00	45.00	55.00	90.00
N	8.00	15.00	25.00	30.00	45.00	55.00	90.00

CLARKSVILLE, Montgomery, 10,216 homes, 85.1% radio, 8,694 radio homes.

WJZM, 250w, 1400kc, MBS, Conlan

D	4.00	4.00	7.00	12.50	24.00	40.00
N	4.00	4.00	7.00	12.50	24.00	40.00

CLEVELAND, Bradley, 8,175 homes, 88.7% radio, 7,251 radio homes.

WBAC, 250w, 1340kc, MBS

D	4.50	5.00	7.50	12.50	22.50	40.00
N	4.50	5.00	7.50	12.50	22.50	40.00

COLUMBIA, Maury, 11,195 homes, 87.4% radio, 9,784 radio homes.

WKRM, 250w, 1340kc, MBS

D	3.00	3.50	4.00	8.00	12.00	20.00
N	3.40	4.00	4.55	9.10	13.65	22.75

COOKEVILLE, Putnam, 7,563 homes, 83.6% radio, 6,323 radio homes.

WHUB, 250w, 1400kc, CBS, Continental

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

MARKET INDICATORS FOR TENNESSEE

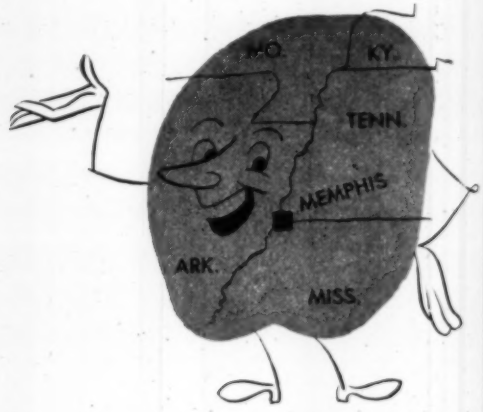
CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	3,291,718	'50	2,915,841	'40
% of U. S.	2.2%	'50	2.22%	'40
Homes	858,523	'50	695,362	'40
Percent Radio	87%	'50	62.5%	'40
Radio Homes	746,915	'50	434,733	'40
Retail Sales	$2,213,931,000	'50	2,074,189,000	'48
Retail Trade Employes	117,724	'48	76,897	'39
Wholesale Sales Volume	$3,406,328,000	'48	839,500,000	'39
Wholesale Trade Employes	40,813	'48	23,742	'39
Manufacturing Employment (Mid-March)			245,617	'47
Manufacturing Taxable Payrolls (1st Quarter)			$129,745,000	'47
Income	$2,858,000,000	'49	927,000,000	'40
Percent distribution	1.45%	'49	1.22%	'40
Per Capita Income	$ 873	'49	317	'40
Percent of national per capita income	66%	'49	55%	'40
New Construction (Private)	$ 304,200,000	'50	42,000,000	'39
Residential	$ 151,800,000	'50	20,900,000	'39
Non-Residential	$ 68,600,000	'50	9,300,000	'39
Automobile Registration	858,111	'50	672,522	'48
Telephones	634,200	'50	357,500	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

THANKS, BROADCASTING

FOR THIS VERY IMPORTANT INFORMATION IN KEEPING TIME BUYERS

Memphis Market Minded!



NOW
846,344*

*(based on figures compiled by Broadcasting Publications, Inc.)

RADIO FAMILIES IN WMC'S COVERAGE AREA, REPRESENTING — — —

RETAIL SALES

Dollars	$2,210,484,000
Food	477,738,000
General Merchandise	331,532,000
Drug	54,653,000

EFFECTIVE BUYING INCOME

Net	$2,809,513,000
Farm	1,074,900,000

WMC NBC—5000 WATTS—790

MEMPHIS

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

National Representatives, The Branham Company

Owned and Operated by The Commercial Appeal

DYERSBURG, Dyer, 9,334 homes, 86.8% radio, 8,102 radio homes.
WDSG, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

ELIZABETHTON, Carter, 10,137 homes, 88.8% radio, 9,002 radio homes.
WBEJ, 250w, 1240kc, MBS

D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

FAYETTEVILLE, Lincoln, 6,736 homes, 86.7% radio, 5,840 radio homes.
WEKR, 250w, 1240kc, MBS

D	4.00	6.00	12.00	24.00	36.00	60.00
N	3.00	4.00	8.00	16.00	24.00	40.00

GALLATIN, Summer, 9,023 homes, 85.6% radio, 7,724 radio homes.
WHIN, 1kw-D, 1010kc

D	3.95	3.95	8.60	17.20	33.05	52.90

GREENEVILLE, Greene, 10,486 homes, 85.8% radio, 8,997 radio homes.
WGRV, 250w, 1340kc, MBS

D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

HARRIMAN, Roane, 7,868 homes, 85.9% radio, 6,759 radio homes.
WHBT, 250w, 1230kc, Continental

D		5.00	8.00	15.00	24.00	40.00
N		5.00	8.00	15.00	24.00	40.00

HUMBOLDT, Gibson, 13,339 homes, 84.3% radio, 11,245 radio homes.
WIRJ, 250w-D, 740kc, KBS

D	2.00	3.00	6.00	10.00	17.50	30.00

JACKSON, Madison, 16,262 homes, 85.5% radio, 13,904 radio homes.

3 AM affiliates, average 1-time rate

D	3.42	5.12	7.75	15.67	25.67	44.33
N	4.42	6.45	11.75	25.00	38.67	66.00

WDXI, 5kw-D, 1kw-N, 1310kc, MBS, Burn-Smith

D	3.00	6.00	8.00	18.00	30.00	50.00
N	4.00	8.00	12.00	30.00	45.00	75.00

WPLI, 250w, 1490kc, McGillvra, LBS

D	3.25	4.35	7.25	13.00	23.00	43.00
N	3.25	4.35	7.25	13.00	23.00	43.00

WTJS, 1kw, 1390kc, ABC, Branham, Conlan

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	7.00	16.00	32.00	48.00	80.00

WTJS-FM, Chan. 264, 100.1mc, 50kw, Branham, Bonus

JOHNSON CITY, Washington, 14,562 homes, 88.7% radio, 12,916 radio homes.
WETB, 1kw-D, 790kc

D	3.50	5.00	9.40	18.90	29.60	50.00

WJHL, 5kw-D, 1kw-N, 910kc, ABC, Pearson

D	10.00	10.00	15.00	25.00	50.00	100.00
N	12.00	12.00	20.00	30.00	60.00	120.00

WJHL-FM, Chan. 264, 100.7mc, 9.7kw (AM-FM, combination rates above)

KINGSPORT, Sullivan, 23,950 homes, 91.2% radio, 21,842 radio homes.
WKPT, 250w, 1400kc, NBC, Cooke, Dora-Clayton

D	5.00	5.00	9.30	18.00	30.00	50.00
N	7.50	7.50	13.75	27.00	45.00	75.00

WKPT-FM, Chan. 253, 98.5mc, 4.8kw, Bonus

KNOXVILLE, Knox, 57,735 homes, 91.1% radio, 52,597 radio homes.

4 AM affiliates, average 1-time rate

D	13.78	12.09	17.91	37.34	56.00	93.34
N	22.33	19.00	28.75	57.25	92.75	163.75

WBIR, 250w, 1240kc, ABC, Bolling

D		7.00	10.00	24.00	36.00	60.00
N		9.00	15.00	30.00	60.00	120.00

WBIR-FM, Chan. 227, 93.3mc, 2.84kw, BMB, Hooper, Bonus

WIBK, 1kw-D, 800kc, Cooke

D	5.30	5.30	10.20	18.70	29.80	51.00
N	7.19	7.19	13.80	22.00	40.00	69.00

WKGN 250w, 1340kc, MBS, Forjoe, O'Connor

D	6.00	6.00	9.00	20.00	30.00	50.00
N	8.00	8.00	13.00	25.00	50.00	100.00

WNOX, 10kw, 990kc, CBS, Branham, Hooper

D	23.35	23.35	36.65	73.35	110.00	183.35
N	35.00	35.00	55.00	110.00	165.00	275.00

WROL, 5kw, 620kc, NBC, Avery-Knodel, Cummings

D	12.00	12.00	16.00	32.00	48.00	80.00
N	24.00	24.00	32.00	64.00	96.00	160.00

LEBANON, Wilson, 7,445 homes, 86.2% radio, 6,418 radio homes.
WCOR, 250w-D, 900kc, LBS

D	2.75	3.25	6.50	12.00	25.00	40.00

LENOIR CITY, Loudon, 5,832 homes, 87.9% radio, 5,126 radio homes.
WLIL, 500w, 730kc, LBS

D		3.00	7.00	12.00	20.00	30.00
N		3.00	7.00	12.00	20.00	30.00

WLIL-FM, Chan. 262, 100.3mc, 8.8kw

LEWISBURG, Marshall, 4,979 homes, 88.1% radio, 4,386 radio homes.
WJJM, 250w, 1490kc

D	3.00		6.50	11.50	22.50	35.00
N	3.00		6.50	11.50	22.50	35.00

MARYVILLE, Blount, 13,633 homes, 90.7% radio, 12,365 radio homes.
WGAP, 250w, 1400kc, LBS

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	8.90	14.70	23.60	39.60
N	6.00	6.00	11.90	19.80	35.60	59.20

McMINNVILLE, Warren, 6,180 homes, 84.2% radio, 5,204 radio homes.
WMMT, 250w, 1230kc, MBS, KBS

D		3.50	7.50	17.50	30.00	50.00
N		3.50	7.50	17.50	30.00	50.00

MEMPHIS, Shelby, 128,768 homes, 86.7% radio, 111,642 radio homes.

4 AM affiliates, average 1-time rate

D	19.12	23.50	33.88	55.68	91.50	144.00
N	30.25	35.50	45.50	87.50	135.00	240.00

2 AM non-affiliates, average 1-time rate

D	10.50	11.50	19.00	31.00	46.50	77.50

WDIA, 250w-D, 730kc, Pearson, Hooper

D	11.00	11.00	18.00	30.00	45.00	75.00

WHBQ, 5kw-D, 1kw-N, 560kc, MBS, Weed

D	13.50	16.00	21.50	42.70	64.00	106.00
N	18.00	24.00	34.00	64.00	96.00	160.00

WHHM, 250w, 1340kc, Indie Sales

D	10.00	12.00	20.00	32.00	48.00	80.00
N	12.50	15.00	25.00	40.00	60.00	100.00

WHHM-FM, Chan. 293, 106.9mc, 18kw, Bonus
WMC, 5kw, 790kc, NBC, Branham, BMB

D	20.00	25.00	40.00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

WMCF (FM), Chan. 259, 99.7mc, 260kw, Branham, Bonus
WMCT (TV), Chan. 4, 7.12kw-aur.; 13.6kw-vis., NBC, Branham

N	90.00	110.00	137.50	220.00	330.00	550.00

WMPS, 10kw-D, 5kw-N, 680kc, ABC, Radio Reps.

D	23.00	28.00	34.00	68.00	102.00	170.00
N	33.00	38.00	48.00	96.00	144.00	240.00

WREC, 5kw, 600kc, CBS, Katz, BMB

D	20.00	25.00	40.00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

MORRISTOWN, Hamblen, 6,214 homes, 84.9% radio, 5,273 radio homes.
WCRK, 250w, 1450kc, MBS, Holman

D	4.00	6.00	16.00	24.00	36.00	60.00
N	4.00	6.00	16.00	24.00	36.00	60.00

MURFREESBORO, Rutherford, 10,333 homes, 85.8% radio, 8,866 radio homes.
WGNS, 250w, 1450kc, LBS, Holman

D	5.00	6.00	9.00	28.80	30.00	50.00
N	6.00	8.00	16.00	36.40	48.00	80.00

NASHVILLE, Davidson, 85,589 homes, 91.8% radio, 78,571 radio homes.

4 AM affiliates, average 1-time rate

D	16.78	18.52	32.68	59.10	89.28	144.00
N	32.00	35.25	61.75	111.00	167.75	270.00

2 AM non-affiliates, average 1-time rate

D	6.00	6.50	12.25	26.00	39.00	65.00

WKDA, 250w, 1240kc, Bolling, Hooper

D	7.00	8.00	16.00	32.00	48.00	80.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WLAC, 50kw, 1510kc, CBS, Raymer, BMB

D	15.00	15.00	30.00	60.00	90.00	150.00
N	30.00	30.00	60.00	120.00	180.00	300.00

WMAK, 5kw, 1300kc, MBS, Weed, Hooper

D	9.60	9.60	19.20	38.40	57.60	96.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WNAH, 1wk-D, 1360kc

D	5.00	5.00	8.50	20.00	30.00	50.00

WSIX, 5kw, 980kc, ABC, Katz, Conlan, Hooper

D	10.00	12.00	24.00	48.00	72.00	120.00
N	17.00	20.00	40.00	80.00	120.00	200.00

WSIX-FM, Chan. 248, 97.5mc, 71kw (No rates available)
WSM, 50kw, 650kc, NBC, Petry, BMB, Hooper

D	32.50	37.50	57.50	90.00	137.50	210.00
N	65.00	75.00	115.00	180.00	275.00	420.00

WSM-TV, Chan. 4, 7.2kw-aur.; 14.4kw-vis.

D		25.00	38.00	60.00	90.00	150.00
N		50.00	75.00	120.00	180.00	300.00

OAK RIDGE, Anderson, 16,639 homes, 88.0% radio, 14,642 radio homes.
WATO, 250w, 1450kc, MBS, O'Conner

D	6.00	6.00	9.00	18.00	27.00	45.00
N	8.50	8.50	14.40	26.00	39.00	65.00

PARIS, Henry, 7,177 homes, 84.4% radio, 6,057 radio homes.
WTPR, 250w-D, 710kc, Holman

D	3.00	4.00	6.00	12.50	22.50	40.00

PULASKI, Giles, 7,279 homes, 84.4% radio, 6,143 radio homes.
WKSR, 250w-D, 730kc, LBS

D	2.50	2.50	7.50	12.50	21.88	37.50

SHELBYVILLE, Bedford, 6,753 homes, 88.3% radio, 5,963 radio homes.
WHAL, 250w, 1400kc, MBS

D	3.00	3.00	7.50	13.00	25.00	40.00
N	3.00	3.00	7.50	13.00	25.00	40.00

SPRINGFIELD, Robertson, 7,426 homes, 84.3% radio, 6,260 radio homes.
WDBL, 1kw-D, 1430kc

D	3.50	3.75	7.50	15.00	30.00	45.00

TULLAHOMA, Coffee, 6,355 homes, 85.5% radio, 5,434 radio homes.
WJIG, 250w-D, 740kc, Continental

D	3.50	3.50	7.50	17.50	35.00	50.00

UNION CITY, Obion, 8,384 homes, 88.0% radio, 7,378 radio homes.
WENK, 250w, 1240kc, MBS, Burn-Smith

D	4.00	5.00	8.00	13.00	24.00	45.00
N	5.00	6.00	11.00	25.00	40.00	70.00

WINCHESTER, Franklin, 6,296 homes, 87.1% radio, 5,484 radio homes.
WCDT, 250w, 1340kc, MBS

D	3.00	3.00	7.50	14.00	25.00	40.00
N	3.00	3.00	7.50	14.00	25.00	40.00

Salesmaker to the Central South

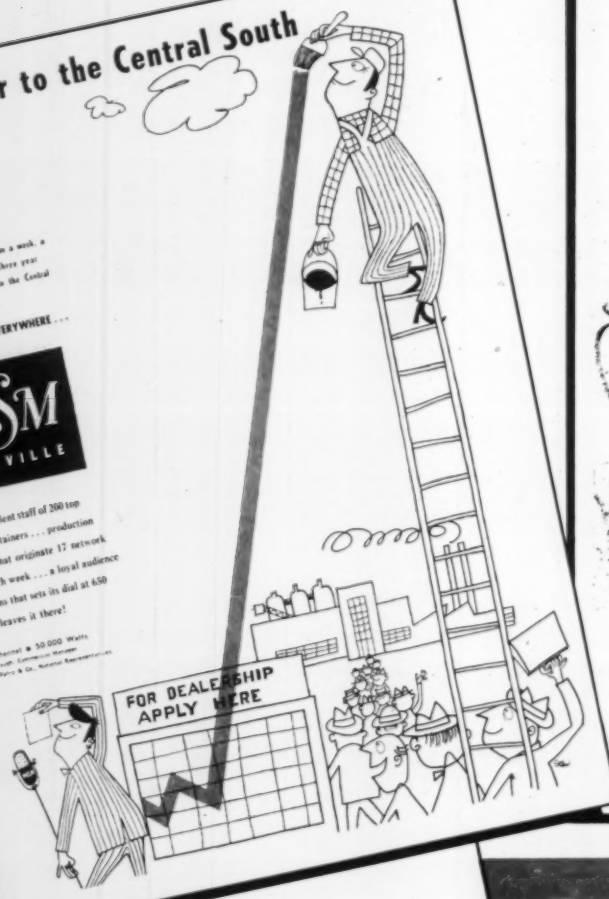
With only one WSM program a week, a parent manufacturer over a three year period increased dealership in the Central South by 87%.

RADIO STATIONS EVERYWHERE . . . BUT ONLY ONE

WSM NASHVILLE

. . . With a talent staff of 200 top name entertainers . . . production facilities that originate 17 network shows each week . . . a loyal audience of millions that sets its dial at 650 — and leaves it there!

Clear Channel • 50,000 Watts
Irving Waugh, Commercial Manager
Edward Petry & Co., National Representatives



Salesmaker to the Central South

During 1950, a work garment manufacturer with one WSM half-hour program a week increased his Central South sales by 21 percent!

Radio Stations Everywhere But Only One . . .

WSM NASHVILLE

. . . with a talent staff of 200 top name entertainers . . . production facilities that originate 17 network shows each week . . . a loyal audience of millions that sets its dial on 650 . . . and leaves it there!

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Representatives

Salesmaker to the Central South

The South's largest independent salt producer reports: "With one WSM Grand Ole Opry half hour a week, the area covered by this advertising has shown the greatest sales increase in the history of the Jefferson Island Salt Company!"

Radio Stations Everywhere But Only One . . .

WSM NASHVILLE

with a talent staff of 200 top name entertainers . . . production facilities that originate 17 network shows each week . . . a loyal audience of millions that sets its dial on 650 . . . and leaves it there!

CLEAR CHANNEL
50,000 WATTS

IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Representatives

Salesmaker t

RADIO STATIONS E

BUT ONLY ONE

Whatever the category of merchandise or service you have to sell, the files of WSM contain success stories as startling as those three reproduced on this page. Wherever you go in these United States you'll hear music which was born beneath the tower of America's outstanding radio station. In the light of facts like these, no advertising campaign can be completely effective unless it includes the Central South and the station which plays so vital a part in its day-to-day existence.

to the Central South

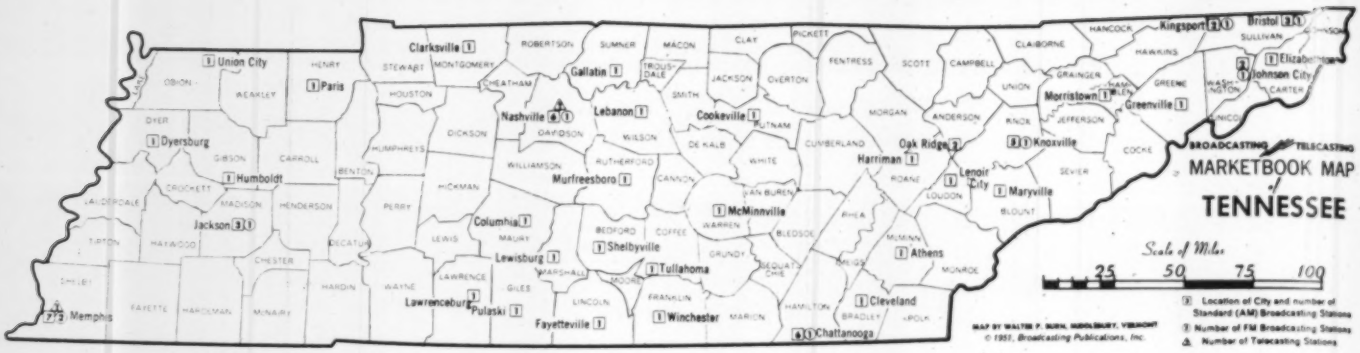
EVERYWHERE . . .

WSM
NASHVILLE

CLEAR CHANNEL • 50,000 WATTS

Irving Waugh, Commercial Manager

Edward Petry & Co., National Representative



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TENNESSEE RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Anderson	59,261	26,504	16,639	14,642	88.0	3,610	30,324	790*	21,886	13,854
Bedford	23,568	23,151	6,753	5,963	88.3	4,046	13,855	6,450*	3,794	1,683
Benton	11,475	11,976	3,250	2,675	82.3	1,207	3,760	1,515*	312	92
Bledsoe	8,554	8,358	1,931	1,574	81.5	706	2,333	1,726*	494	136
Blount	54,578	41,116	13,633	12,365	90.7	6,672	27,725	3,526*	12,450	6,983
Bradley	32,128	28,498	8,175	7,251	88.7	4,453	18,826	2,661*	5,904	2,539
Campbell	34,302	31,131	7,850	6,759	86.1	3,739	15,494	1,156*	3,703	1,848
Cannon	9,156	9,880	2,374	1,925	81.1	910	2,663	1,961,699	345	101
Carroll	26,500	25,978	7,238	6,181	85.4	3,419	12,267	4,836,264	2,362	698
Carter	42,195	35,127	10,137	9,002	88.8	4,935	20,722	1,597*	7,982	4,713
Cheatham	9,158	9,928	2,471	2,115	85.6	1,196	3,300	1,986,173	246	59
Chester	11,152	11,124	2,914	2,448	84.0	1,219	4,339	2,491*	775	224
Claiborne	24,729	24,657	5,700	4,799	84.2	2,389	6,328	5,284*	1,899	1,142
Clay	8,693	10,904	2,125	1,726	81.2	897	1,616	1,632*	164	36
Cocke	22,972	24,083	5,658	4,741	83.8	2,442	8,881	4,225*	1,616	666
Coffee	23,009	18,959	6,355	5,434	85.5	2,482	12,438	2,748*	3,320	1,302
Crockett	16,601	17,330	4,558	3,874	85.0	2,250	7,001	7,807,792	461	144
Cumberland	18,830	15,592	4,423	3,649	82.5	1,440	7,644	954*	1,114	383
Davidson	320,388	257,267	85,589	78,571	91.8	53,655	307,137	8,472*	85,949	45,730
Decatur	9,436	10,261	2,573	2,200	85.5	1,261	3,560	1,670*	726	271
DeKalb	11,667	14,588	3,225	2,670	82.8	1,674	3,188	3,163*	403	141
Dickson	18,768	19,718	5,191	4,407	84.9	2,356	8,652	3,017*	1,459	438
Dyer	33,309	34,920	9,334	8,102	86.8	5,580	26,237	9,460*	3,756	1,478
Fayette	27,504	30,322	6,374	4,812	75.5	1,428	7,725	8,619*	545	177
Fentress	14,897	14,262	3,223	2,585	80.2	1,005	4,008	720,892	915	347
Franklin	25,452	23,892	6,296	5,484	87.1	3,139	11,546	4,436*	2,080	834
Gibson	48,057	44,835	13,339	11,245	84.3	6,731	26,347	13,318*	5,066	1,945
Giles	26,928	29,240	7,279	6,143	84.4	3,840	13,289	9,411*	1,988	876
Grainger	13,070	14,356	3,330	2,671	80.2	1,193	2,149	3,684*	227	65
Greene	40,907	39,405	10,486	8,997	85.8	5,146	19,970	13,161*	3,634	1,555
Grundy	12,541	11,552	3,206	2,757	86.0	1,372	3,163	704*	1,312	650
Hamblen	23,932	18,611	6,211	5,273	84.9	2,708	17,633	3,898*	4,398	1,852
Hamilton	207,276	180,478	56,470	50,879	90.1	34,753	195,577	1,622*	64,332	33,728
Hancock	9,105	11,231	2,235	1,768	79.1	806	1,308	2,901*	111	16
Hardeman	23,261	23,590	5,239	4,270	81.5	1,891	7,331	4,124,978	754	173
Hardin	16,890	17,806	4,556	3,845	84.4	1,859	6,074	2,707*	1,222	414
Hawkins	30,464	28,523	7,479	6,402	85.6	3,326	8,294	3,878,066	1,357	525
Haywood	26,187	27,699	6,329	4,848	76.6	2,022	11,235	9,670*	1,142	369
Henderson	17,156	19,220	4,643	3,905	84.1	2,413	7,415	4,556*	798	251
Henry	23,774	25,877	7,177	6,057	84.4	3,630	13,099	4,322,801	2,120	742
Hickman	13,335	14,873	3,549	3,017	85.0	1,661	4,129	2,172*	1,163	519
Houston	5,312	6,432	1,394	1,200	86.1	764	1,245	497,510	242	57
Humphreys	10,992	12,421	3,137	2,644	84.3	1,331	4,672	2,053*	968	283
Jackson	12,337	15,082	3,187	2,601	81.6	1,364	2,021	3,038*	259	59
Jefferson	19,637	18,621	4,919	4,368	88.8	2,541	7,014	3,987*	1,354	587
Johnson	12,252	12,998	2,884	2,371	82.2	1,199	3,144	4,673*	435	116
Knox	221,825	178,468	57,735	52,597	91.1	33,956	204,262	5,558*	54,526	29,002
Lake	11,631	11,235	3,373	2,766	82.0	1,299	6,298	6,855*	1,205	510
Lauderdale	24,996	24,461	6,539	5,362	82.0	2,700	12,272	9,062,612	1,570	482
Lawrence	28,786	28,726	7,406	6,214	83.9	3,205	13,316	5,325*	1,762	569
Lewis	6,069	5,849	1,653	1,435	86.8	726	3,026	376*	810	317
Lincoln	25,590	27,214	6,736	5,840	86.7	3,973	12,750	9,433*	1,843	727
Loudon	23,134	19,838	5,832	5,126	87.9	2,947	11,625	2,246*	2,982	1,036
McMinn	31,954	30,781	8,210	7,151	87.1	4,454	16,486	3,965*	4,610	1,701
McNairy	20,359	20,424	5,271	4,375	83.0	2,112	7,643	3,664*	1,459	481
Macon	13,581	14,904	3,745	3,146	84.0	1,745	2,394	2,835,695	665	170
Madison	60,001	54,115	16,262	13,905	85.5	8,400	44,086	8,310*	9,494	4,217
Marion	20,490	19,140	4,881	4,295	88.0	2,429	8,457	1,207*	2,442	1,003
Marshall	17,738	16,030	4,979	4,386	88.1	2,692	10,762	6,180*	2,392	1,053
Maury	40,297	40,357	11,195	9,784	87.4	6,538	25,164	6,899,464	6,027	2,859
Meigs	6,073	6,393	1,404	1,184	84.3	684	955	1,060*	237	85
Monroe	24,455	24,275	5,843	4,902	83.9	2,527	8,418	3,558*	1,383	454
Montgomery	44,313	33,346	10,216	8,694	85.1	4,810	23,094	6,483*	5,930	2,195
Moore	3,948	4,093	1,030	882	85.6	537	818	1,753*	133	43
Morgan	15,703	15,242	3,411	2,910	85.3	1,597	3,422	593*	964	316
Obion	29,026	30,978	8,384	7,378	88.0	5,319	17,575	10,553*	3,305	1,270
Overton	17,564	18,883	4,225	3,317	78.5	1,228	4,550	1,317*	1,048	234
Perry	6,443	5,535	1,795	1,542	85.9	954	1,613	1,348*	193	37
Pickett	5,055	6,213	1,189	945	79.5	459	903	808*	138	23
Polk	14,040	15,473	3,422	3,008	87.9	1,735	6,102	717*	2,595	1,618
Putnam	29,825	26,250	7,563	6,323	83.6	2,765	12,742	2,372*	3,728	972
Rhea	16,053	16,353	4,084	3,565	87.3	2,025	6,954	1,113*	1,813	655
Roane	31,594	27,795	7,868	6,759	85.9	3,675	15,130	1,003,164	4,214	1,785
Robertson	27,051	29,046	7,426	6,260	84.3	3,925	12,208	9,029,699	2,456	764
Rutherford	40,613	33,604	10,333	8,866	85.8	4,849	22,731	9,399*	3,625	1,431
Scott	17,368	15,966	3,849	3,187	82.8	1,474	5,130	399*	1,741	659
Sequatchie	5,677	5,038	1,308	1,101	84.2	514	1,625	436*	318	117
Sevier	23,300	23,291	6,148	5,158	83.9	2,398	10,113	4,194*	1,008	314

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income ($000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Shelby	480,161	358,250	128,768	111,642	86.7	65,665	537,541	13,361*	121,523	66,076
Smith	14,079	16,148	3,984	3,398	86.6	2,259	5,082	4,703,274	511	178
Stewart	9,160	13,549	2,402	2,081	86.6	1,522	2,378	1,690*	227	47
Sullivan	94,978	69,085	23,950	21,842	91.2	11,750	68,710	5,364*	26,506	19,269
Sumner	33,476	32,719	9,023	7,724	85.6	4,485	12,501	9,727*	3,115	1,266
Tipton	29,716	28,036	7,406	6,073	82.0	3,009	14,345	10,473*	1,552	600
Trousdale	5,511	6,113	1,538	1,343	87.3	907	2,233	2,680*	231	59
Unicoi	15,863	14,128	3,744	3,242	86.6	1,729	6,633	866*	1,990	937
Union	8,665	9,030	2,116	1,718	81.2	778	1,079	1,619*	51	15
Van Buren	3,979	4,090	947	786	83.0	379	576	312,790	41	7
Warren	22,235	19,764	6,180	5,204	84.2	2,540	11,901	2,872*	2,551	966
Washington	59,741	51,631	14,562	12,916	88.7	8,032	45,203	7,176*	9,338	4,709
Wayne	13,853	13,638	3,378	2,777	82.2	1,230	4,244	1,483*	621	174
Weakley	27,927	29,498	8,195	6,999	85.4	4,306	11,841	8,456*	1,819	611
White	16,162	15,983	4,224	3,464	82.0	1,568	6,279	2,557*	818	262
Williamson	24,257	25,220	6,318	5,402	85.5	3,374	10,203	9,234*	1,450	619
Wilson	26,261	25,267	7,445	6,418	86.2	3,889	13,880	6,207,613	2,274	776

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

TEXAS

SPOT RATE FINDER

ABILENE, Taylor, 18,374 homes, 92.4% radio, 16,978 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	10.00	8.25	13.00	24.00	36.00	60.00
N	10.00	8.25	13.00	24.00	36.00	60.00

KRBC, 5kw-D, 1kw-N, 1470kc, ABC, Pearson, Hooper, Conlan

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

KWKC, 250w, 1340kc, MBS, Taylor, Conlan, Hooper

D		6.50	12.00	20.00	30.00	50.00
N		6.50	12.00	20.00	30.00	50.00

ALICE, Jim Wells, 7,118 homes, 81.6% radio, 5,808 radio homes.

KBKI, 1kw, 1070kc, MBS

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	20.00	36.00	60.00

ALPINE, Brewster, 2,032 homes, 80.6% radio, 1,638 radio homes.

KVLF, 250w, 1240kc, Hil F. Best

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

AMARILLO, Potter, 21,844 homes, 95.9% radio, 20,948 radio homes.

4 AM affiliates, average 1-time rate

D	10.50	11.67	18.75	29.50	43.75	76.25
N	17.00	18.33	29.00	47.50	75.00	125.00

KLMQ, 1kw-D, 500w-N, 1010kc, MBS, Forjoe

D	9.00	10.00	20.00	30.00	50.00	80.00
N	9.00	10.00	20.00	30.00	50.00	80.00

KIDA, 5kw-D, 1kw-N, 1440kc, ABC, Branham, Conlan

D	10.00	10.00	18.00	28.00	45.00	75.00
N	15.00	15.00	22.00	40.00	70.00	120.00

KIDA-FM, Chan. 262, 100.3mc, 3.4kw, Bonus

KGNC, 10kw, 710kc, NBC, Taylor

D	15.00	15.00	25.00	40.00	60.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KLYN, 1kw, 940kc, CBS, Blair

D	8.00		12.00	20.00	20.00	50.00
N	14.00		24.00	40.00	60.00	100.00

ATHENS, Henderson, 7,056 homes, 86.4% radio, 6,096 radio homes.

KBUD, 250w-D, 1410kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.00	6.00	12.50	20.00	35.00

ATLANTA, Cass, 7,565 homes, 84.0% radio, 6,355 radio homes.

KALT, 1kw-D, 900kc, Best

D	4.25	5.25	7.75	12.00	21.00	35.00

AUSTIN, Travis, 42,768 homes, 89.0% radio, 38,064 radio homes.

3 AM affiliates, average 1-time rate

D	6.75	7.50	13.00	23.33	36.00	56.67
N	11.17	12.67	24.67	43.33	65.00	108.33

KNOW, 250w, 1490kc, ABC, Pearson, Conlan

D	5.25	6.00	12.00	20.00	30.00	40.00
N	9.00	10.50	20.00	32.00	48.00	80.00

KTBC, 5kw-D, 1kw-N, 590kc, CBS, Taylor

D	9.00	9.00	15.00	26.00	42.00	70.00
N	13.50	13.50	30.00	50.00	75.00	125.00

KTXN, 1kw-D, 1370kc

D	5.75	6.50	10.00	22.00	32.00	55.00

KVET, 1kw, 1300kc, MBS, Forjoe

D	6.00	7.50	12.00	24.00	36.00	60.00
N	11.00	14.00	24.00	48.00	72.00	120.00

BALLINGER, Runnels, 5,260 homes, 89.3% radio, 4,697 radio homes.

KRUN, 250w, 1400kc

D	3.75	7.50	10.00	15.00	27.00	45.00
N	3.75	7.50	10.00	15.00	27.00	45.00

BAY CITY, Matagorda, 6,739 homes, 82.4% radio, 5,553 radio homes.

KIOX, 1kw, 1270kc, MBS

D	4.00	5.50	8.00	18.00	30.00	50.00
N	4.00	5.50	8.00	18.00	30.00	50.00

BAYTOWN, Harris, 237,006 homes, 92.5% radio, 219,231 radio homes.

2 AM non-affiliates, average 1-time rate

D	4.75	5.70	11.40	22.80	33.25	57.00

KRCT, 250w-D, 650kc, McGillvra

D	5.00	6.00	12.00	24.00	35.00	60.00

KREL, 1kw, 1360kc, Conlan

D	4.50	5.40	10.80	21.60	31.50	54.00
N	6.00	7.50	13.00	26.00	39.00	65.00

KREL-FM, Chan. 221, 92.1mc, 250w, Bonus

MARKET INDICATORS FOR TEXAS

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	7,711,194	'50	6,414,824	'40
% of U. S.	5.1%	'50	4.86%	'40
Homes	2,203,877	'50	1,630,801	'40
Percent Radio	88.5%	'50	66.9%	'40
Radio Homes	1,950,431	'50	1,090,206	'40
Retail Sales	$7,616,428,000	'50	6,485,971,000	'48
Retail Trade Employes	345,834	'48	222,120	'39
Wholesale Sales Volume	$8,054,864,000	'48	2,041,000,000	'39
Wholesale Trade Employes	115,041	'48	70,206	'39
Manufacturing Employment (Mid-March)			324,466	'47
Manufacturing Taxable Payrolls (1st Quarter)			$193,679,000	'47
Income	$9,265,000,000	'49	2,652,000,000	'40
Percent distribution	4.69%	'49	3.50%	'40
Per Capita Income	$ 1,205	'49	413	'40
Percent of national per capita income	91%	'49	72%	'40
New Construction (Private)	$1,563,800,000	'50	199,400,000	'39
Residential	$ 943,200,000	'50	96,200,000	'39
Non-Residential	$ 235,000,000	'50	41,300,000	'39
Automobile Registration	2,968,143	'50	2,301,638	'48
Telephones	1,879,600	'50	984,300	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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BEAUMONT, Jefferson, 55,108 homes, 91.1% radio, 50,023 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.12	8.37	14.87	23.00	36.00	70.00

2 AM non-affiliates, average 1-time rate

D	5.00	6.25	9.50	19.00	28.50	47.50
N	6.00	7.25	11.25	24.00	36.00	60.00

KFDM, 5kw, 560kc, ABC, Free & Peters, Hooper, BMB

D	8.00	10.00	18.75	28.00	42.00	70.00
N	15.00	18.00	37.50	56.00	84.00	140.00

KPBX, 1kw-D, 1380kc, LBS, Forjoe

D	4.25	6.75	11.00	18.00	30.00	

KRIC, 250w, 1450kc, Branham

D	5.00	6.00	9.00	18.00	27.00	45.00
N	6.00	7.00	10.00	20.00	30.00	50.00

KRIC-FM, Chan. 258, 99.5mc, 4.5kw, Bonus

KTRM, 1kw, 990kc, Walker Co.

D	5.00	6.50	10.00	20.00	30.00	50.00
N	6.00	7.50	12.50	28.00	42.00	70.00

BEEVILLE, Bee, 5,150 homes, 83.4% radio, 4,295 radio homes.

KIBL, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	3.83	5.10	10.20	16.32	24.48	40.40
N	3.83	5.10	10.20	16.32	24.48	40.40

BIG SPRING, Howard, 7,604 homes, 90.7% radio, 6,897 radio homes.

2 AM affiliates, average 1-time rate

D	4.37	4.75	8.00	16.50	27.50	45.00
N	4.37	4.75	8.00	16.50	27.50	45.00

KBST, 250w, 1490kc, ABC, Pearson, BMB, Conlan

D	5.00	5.00	9.00	18.00	27.00	45.00
N	5.00	5.00	9.00	18.00	27.00	45.00

KTXC, 100w, 1400kc, LBS

D	3.75	4.50	7.00	15.00	28.00	45.00
N	3.75	4.50	7.00	15.00	28.00	45.00

BONHAM, Fannin, 9,958 homes, 89.9% radio, 8,953 radio homes.

KFYN, 250w-D, 1420kc

D		3.90	6.50	14.30	21.45	35.75

(Continued on page 168)

TEXAS

SPOT RATE FINDER

(Continued from page 167)

BORGER, Hutchinson, 9,243 homes, 94.4% radio, 8,725 radio homes.

KHUZ, 250w, 1490kc, MBS, Girard, Crossley

	SB	1M	5M	15M	30M	1 Hr
D	2.50	4.00	10.00	15.00	25.00	40.00
N	3.50	5.00	12.00	18.00	27.00	48.00

BRADY, McCulloch, 3,731 homes, 87.5% radio, 3,265 radio homes.

KNEL, 250w, 1490kc

D	3.00	3.00	6.00	15.00	25.00	50.00
N	3.00	3.00	6.00	15.00	25.00	50.00

BRECKENRIDGE, Stephens, 3,433 homes, 89.5% radio, 3,073 radio homes.

KSTB, 1kw-D, 1430kc

D	4.00	5.00	14.00	23.00	34.50	57.50

BRENHAM, Washington, 6,117 homes, 78.2% radio, 4,783 radio homes.

KWHI, 1280kc, 1kw-D, Liberty, BMB

D	4.20	5.00	15.00	25.20	42.00	70.00

BROWNFIELD, Terry, 3,977 homes, 87.8% radio, 3,492 radio homes.

KTFY, 250w-D, 1050kc, Keystone, West-Tex.

D	4.00	4.00	6.00	12.00	22.00	40.00

BROWNSVILLE, Cameron, 31,388 homes, 78.6% radio, 24,671 radio homes.

2 AM affiliates, average 1-time rate

D	5.75	7.37	11.25	22.50	33.75	56.00
N	10.50	13.12	21.00	42.00	63.00	105.00

KBOR, 1kw, 1600kc, LBS, Best

D	6.50	8.50	12.50	25.00	37.50	62.00
N	11.00	13.75	22.00	44.00	66.00	110.00

KVAL, 250w, 1490kc, ABC, Free & Peters

D	5.00	6.25	10.00	20.00	30.00	50.00
N	10.00	12.50	20.00	40.00	60.00	100.00

BROWNWOOD, Brown, 9,539 homes, 88.8% radio, 8,471 radio homes.

KBWD, 1kw-D, 500w-N, 1380kc, MBS, Walker

D	3.25	6.25	9.00	18.00	27.00	43.00
N	5.00	10.00	13.50	20.00	38.50	65.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

BRYAN, Brazos, 10,512 homes, 84.7% radio, 8,904 radio homes.

KORA, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	1.78	3.90	8.32	13.65	20.48	32.50
N	2.30	7.15	10.93	19.11	27.30	44.83

CENTER, Shelby, 6,657 homes, 82.1% radio, 5,465 radio homes.

KDET, 1kw-D, 930kc, Best

D	6.00	6.00	12.00	24.00	36.00	60.00

CHILDRESS, Childress, 3,844 homes, 88.6% radio, 3,406 radio homes.

KCTX, 250w-D, 1510kc, MBS, Best, Girard

D	2.50	3.50	7.00	14.00	21.00	35.00

CLEBURNE, Johnson, 9,636 homes, 89.3% radio, 8,605 radio homes.

KCLE, 250w-D, 1120kc

D	4.00	6.00	10.00	15.00	25.00	40.00

KCLE-FM, Chan. 232, 94.3mc, 330w

N	2.00	3.00	5.00	7.50	12.50	20.00

COLEMAN, Coleman, 5,105 homes, 88.8% radio, 4,533 radio homes.

KSTA, 250w-D, 1000kc

D	3.00	5.00	9.00	18.00	30.00	50.00

COLLEGE STATION, Brazos, 10,512 homes, 84.7% radio, 8,904 radio homes.

WTAW, 1kw-D, 1150kc

D	3.75	5.00	10.00	18.00	25.00	40.00

COLORADO CITY, Mitchell, 4,045 homes, 86.3% radio, 3,491 radio homes.

KVMC, 500w-D, 1320kc

D	3.75	4.75	6.75	14.25	24.00	45.00

CONROE, Montgomery, 7,267 homes, 84.1% radio, 6,112 radio homes.

KMCO, 500w-D, 900kc

D	2.50	4.00	7.50	15.00	25.00	40.00

CORPUS CHRISTI, Nueces, 44,311 homes, 85.2% radio, 37,753 radio homes.

4 AM affiliates, average 1-time rate

D	6.62	7.48	13.50	25.50	38.50	65.00
N	11.40	12.95	23.00	43.50	67.00	112.50

KEYS, 1kw-D, 500w-N, 1140kc, CBS, Taylor, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

KRIS, 1kw, 1360kc, NBC, Free & Peters

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

KSIX, 250w, 1230kc, ABC, Forjoe

D	7.00	7.00	10.00	18.00	30.00	50.00
N	10.00	10.00	18.00	30.00	48.00	80.00

KUNO, 100w, 1400kc, MBS

D	7.50	8.50	20.00	36.00	52.00	90.00
N	11.60	13.00	26.00	48.00	76.00	130.00

KWBU, 50kw-D, 1030kc, Branham, Hooper

D	15.00	15.00	25.00	50.00	75.00	125.00

CORSICANA, Navarro, 12,379 homes, 86.0% radio, 10,646 radio homes.

KAND, 250w, 1340kc, Branham

D	2.50	3.10	10.90	17.65	29.40	49.00
N	2.50	3.10	10.90	17.65	29.40	49.00

CROCKETT, Houston, 6,780 homes, 79.9% radio, 5,404 radio homes.

KIVY, 250w-D, 1570kc

D	1.90	2.50	4.25	7.80	15.00	30.00

CUERO, De Witt, 6,450 homes, 81.7% radio, 5,720 radio homes.

KCFH, 500w-D, 1600kc, LBS, Biddick, Best

D	3.83	5.10	8.50	13.60	20.40	34.00

DALHART, Hartley, 601 homes, 93.1% radio, 560 radio homes.

KXIT, 500w-D, 1410kc, LBS, KBS, Best

D	2.75	3.30	7.50	15.00	27.00	45.00

DALLAS, Dallas, 180,701 homes, 93.5% radio, 168,955 radio homes.

4 AM affiliates, average 1-time rate

D	9.67	18.81	27.38	53.88	82.25	135.75
N	16.67	34.62	50.00	99.50	151.00	250.00

2 AM non-affiliates, average 1-time rate

D	7.00	9.75	18.00	31.00	50.00

KACE, 10kw-D, 5kw-N, 740kc
(CP)
(No rates available)

KIXL, 1kw-D, 1040kc, Dallas

	SB	1M	5M	15M	30M	1 Hr
D	9.00	12.00	24.00	38.00	60.00	

KIXL FM, Chan. 283, 104.5mc, 34kw, Dallas
(Rates on request)

KLIF, 5kw-D, 1kw-N, 1190kc, Liberty, Pearson, Hooper

D	6.50	9.25	15.50	29.50	50.00	78.00
N	9.00	12.50	20.00	42.00	70.00	110.00

KRLD, 50kw, 1080kc, CBS, Branham

D	36.00	45.00	90.00	135.00	225.00	
N	72.00	90.00	180.00	270.00	450.00	

KRLD-FM, Chan. 223, 92.5mc, 46kw, Branham, Bonus

KRLD-TV, Chan. 4, 8kw-aur.; 15.8kw-vis., CBS, Branham

D	18.00	18.00	36.00	48.00	72.00	120.00
N	60.00	60.00	120.00	160.00	240.00	400.00

KSKY, 1kw-D, 660kc

D	5.00	7.50	12.00	24.00	40.00	

KYBS (FM), Chan. 300, 107.9mc, 90kw

D	1.75	2.25	3.50	7.00	13.00	25.00
N	2.00	2.50	4.00	8.00	17.50	35.00

WFAA, 5kw, 570kc, ABC, Petry

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

WFAA, 50kw, 820kc, NBC, Petry

D	38.00	45.00	75.00	120.00	180.00	300.00
N	60.00	75.00	125.00	200.00	300.00	500.00

WFAA-TV, Chan. 8, 13.5kw-aur.; 27kw-vis., NBC, ABC, DuMont, Petry

D	18.00	18.00	36.00	48.00	72.00	120.00
N	60.00	60.00	120.00	160.00	240.00	400.00

WRR, 5kw, 1310kc, MBS, Blair

D	9.00	12.00	24.00	48.00	72.00	120.00
N	14.00	18.00	40.00	80.00	120.00	200.00

WRR-FM, Chan. 266, 101.1mc, 68kw, Bonus

INFLUENCE the 933,000 PEOPLE in the RICH TEXAS-LOUISIANA COASTAL CORNER with

560 KILOCYCLES

KFDM

5000 WATTS DAY & NIGHT

KFDM SERVES THE RICH BEAUMONT-ORANGE-PORT ARTHUR AREA COMPLETELY

BEAUMONT . . . ORANGE . . . PORT ARTHUR. This is one of the brightest areas on the U. S. Business Map. Shipbuilding is reactivated . . . Oil, chemical plants and lumber make for full employment. Population still expanding. So don't overlook this responsive market!

MARKET DATA

Population 933,000

	DT	NT
Total Families	240,800	211,100

Covers 12 counties in Texas and 13 parishes in Louisiana

Retail Sales $656,842,000

Net Effective Buying Income $723,686,000

(Figures from 1951 S. M. Survey of Buying Power)

Represented by FREE & PETERS

AFFILIATED WITH
● American Broadcasting Company ●
Lone Star Chain

STUDIOS IN BEAUMONT, TEXAS

DEL RIO, Val Verde, 4,466 homes, 77.0% radio, 3,439 radio homes.
KDLK, 250w, 1230kc

	SB	1M	5M	15M	30M	1 Hr
D	3.20		6.00	13.00	20.00	34.00
N	3.20		6.00	13.00	20.00	34.00

DENISON, Grayson, 21,283 homes, 91.0% radio, 19,368 radio homes.
KDSX, 1kw, 1220kc

D	5.00	5.00	8.00	16.00	24.00	40.00

DENTON, Denton, 11,624 homes, 91.0% radio, 10,578 radio homes.
KDNT, 250w, 1450kc, Best

D	4.00	6.00	10.00	15.00	25.00	40.00
N	4.00	6.00	10.00	15.00	25.00	40.00

KDNT-FM, Chan. 291, 104.9mc, 1kw, Bonus
DUMAS, Moore, 3,895 homes, 97.0% radio, 3,778 radio homes.
KDDD, 250w-D, 800kc

D	3.00	4.00	10.00	15.00	25.00	40.00

EDINBURG, Hidalgo, 38,325 homes, 76.6% radio, 29,357 radio homes.
KURV, 250w-D, 710kc

D	5.00	10.00	20.00	30.00	50.00	

KURV-FM, Chan. 285, 104.9mc, 1kw, Bonus
EL CAMPO, Wharton, 10,234 homes, 85.0% radio, 8,699 radio homes.
KULP, 500w-D, 1390kc, LBS, BMB

D	5.00	7.50	13.35	20.00	36.00	50.00

ELECTRA, Wichita, 24,998 homes, 91.9% radio, 22,973 radio homes.
KELT, 250w-D, 1050kc

D	2.65	4.10	7.95	15.90	23.85	37.25

EL PASO, El Paso, 46,939 homes, 88.4% radio, 41,949 radio homes.

5 AM affiliates, average 1-time rate

D	7.40	7.40	12.16	22.72	34.58	59.30
N	11.50	11.50	20.75	38.50	60.75	101.25

KELP, 1kw-D, 920kc, LBS, Pearson

D	6.00	6.00	10.00	20.00	30.00	50.00

KEPO, 5kw, 690kc, ABC, Blair

D	6.00	6.00	10.80	21.60	32.40	54.00
N	9.00	9.00	18.00	36.00	54.00	90.00

KROD, 5kw, 600kc, CBS, Taylor

D	12.00	12.00	20.00	32.00	48.00	80.00
N	18.00	18.00	30.00	48.00	72.00	120.00

KSET, 250w, 1340kc, MBS, McGillvra

D	4.50	4.50	7.50	15.00	22.50	37.50
N	9.00	9.00	15.00	30.00	45.00	75.00

KTSM, 1kw-D, 500w-N, 1380kc, NBC, Hollingbery

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	12.50	25.00	40.00	75.00
N	10.00	10.00	20.00	40.00	72.00	120.00

FLOYDADA, Floyd, 3,205 homes, 91.0% radio, 2,917 radio homes.
KFLD, 250-D, 900kc, Continental Radio Sales

D	3.00	4.50	9.00	18.00	25.00	40.00

FORT STOCKTON, Pecos, 2,734 homes, 86.7% radio, 2,370 radio homes.
KFST, 250w-D, 860kc
(CP)
(No rates available)
FORT WORTH, Tarrant, 107,190 homes, 92.6% radio, 99,258 radio homes.

3 AM affiliates, average 1-time rate

D	13.83	18.33	32.67	57.33	86.00	143.33
N	25.67	33.33	60.00	104.00	156.00	260.00

3 AM non-affiliates, average 1-time rate

D	5.27	7.70	15.33	33.60	50.40	84.00

KCNC, 250w-D, 870kc

D	6.40	8.00	15.00	32.00	48.00	80.00

KCUL, 5kw-D, 1kw-N, 1540kc

D	4.15	5.75	11.00	28.80	43.20	72.00
N	5.60	7.90	18.00	36.00	54.00	90.00

KFJZ, 5kw, 1270kc, MBS, Blair, Hooper

D	9.00	12.00	24.00	48.00	72.00	120.00
N	14.00	18.00	40.00	80.00	120.00	200.00

KWBC, 1kw-D, 970kc, Rambeau

D	9.35	20.00	40.00	60.00	100.00	

KXOL, 1kw, 1360kc, Hooper, LBS, Pearson

D	5.00	7.00	14.00	28.00	42.00	70.00
N	8.00	10.00	20.00	40.00	60.00	100.00

Combination rates with KLIF Dallas, Tex.
WBAP, 50kw, 820kc, NBC, Free & Peters

D	27.50	36.00	60.00	96.00	144.00	240.00
N	55.00	72.00	120.00	192.00	288.00	480.00

WBAP, 5kw, 570kc, ABC, Free & Peters

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

WBAP-FM, Chan. 263, 100.5mc, 50kw, Free & Peters, Bonus
WBAP-TV, Chan. 5, 8.2kw-aur.; 16.4kw-vis.; NBC, ABC, Free & Peters

D	30.00	30.00	50.00	80.00	120.00	200.00
N	60.00	60.00	100.00	160.00	240.00	400.00

FREDERICKSBURG, Gillespie, 3,324 homes, 84.4% radio, 2,805 radio homes.
KNAF, 250w, 1340kc, MBS

D	2.60	3.90	9.35	14.45	23.40	39.00
N	2.60	3.90	9.35	14.45	23.40	39.00

GAINESVILLE, Cooke, 6,901 homes, 89.9% radio, 6,204 radio homes.
KGAF, 250w-D, 1580kc, BMB, Jay

D	4.50	6.25	12.50	18.75	32.00	50.00

GALVESTON, Galveston, 34,929 homes, 92.3% radio, 32,239 radio homes.
KGBC, 1kw-D, 250w-N, 1540kc, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	8.00	16.00	24.00	
N	5.50	5.50	10.00	20.00	30.00	

KLUF, 250w, 1400kc, MBS, LBS, Rambeau

D	4.15	4.25	6.50	13.00	19.50	32.50
N	8.30	8.50	13.00	26.00	39.00	65.00

KLUF-FM, Chan. 259, 98.7mc, 9.5kw, Bonus
GLADEWATER, Gregg, 18,465 homes, 89.0% radio, 16,434 radio homes.
KSIJ, 1kw-D, 1430kc

D	4.00	10.00	20.00	30.00	50.00	

GONZALES, Gonzales, 5,802 homes, 81.8% radio, 4,746 radio homes.
KCTI, 250w, 1450kc, Grant, Cooke

D	1.90	3.15	4.35	8.95	15.00	24.80
N	1.90	3.15	4.35	8.95	15.00	24.80

GRAHAM, Young, 5,283 homes, 90.1% radio, 4,760 radio homes.
KSWA, 500w-D, 1330kc

D	3.00	4.00	7.00	14.00	20.00	34.00

GREENVILLE, Hunt, 13,661 homes, 90.3% radio, 12,336 radio homes.
KGVL, 250w, 1400kc, MBS, TSN

D	3.50	4.50	9.00	18.00	27.00	45.00
N	3.50	4.50	9.00	18.00	27.00	45.00

HAMILTON, Hamilton, 3,543 homes, 87.8% radio, 3,111 radio homes.
KCLW, 250w-D, 900kc

D	2.10	3.25	7.50	10.80	20.00	35.00

HARLINGEN, Cameron, 31,388 homes, 78.6% radio, 24,671 radio homes.
KGBS, 250w, 1240kc, CBS, Ra-Tel, Conlan

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	10.00	15.00	24.00	36.00	60.00

KSOX, 50kw-D, 10kw-N, 1530kc
(CP)
(No rates available)
HENDERSON, Rusk, 12,315 homes, 86.5% radio, 10,652 radio homes.
KGRI, 250w-D, 1000kc

D	4.25	5.00	10.00	22.50	37.50	60.00

HEREFORD, Deaf Smith, 2,519 homes, 92.1% radio, 2,320 radio homes.
KPAN, 250w-D, 860kc, LBS, Best

D	6.00	9.00	15.00	25.00	45.00	

HILLSBORO, Hill, 10,202 homes, 87.3% radio, 8,906 radio homes.
KHBR, 250w-D, 1560kc, LBS, Best

D	5.00	4.50	7.00	20.00	28.00	45.00

HOUSTON, Harris, 237,006 homes, 92.5% radio, 219,231 radio homes.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	21.33	22.25	36.75	57.45	97.50	162.50
N	36.67	37.88	65.75	107.00	175.50	292.50

4 AM non-affiliates, average 1-time rate

D	6.09	11.50	19.86	32.04	49.72	83.08
N	9.63	15.46	26.17	41.40	65.00	108.33

KATL, 5kw, 1590kc, Keller

D	5.64	9.40	15.66	26.10	43.50	72.50
N	11.27	18.79	31.32	52.20	87.00	145.00

KCOH, 1kw-D, 1430kc, National Time Sales

D	4.62	9.00	16.57	30.08	47.40	79.80

KLEE, 5kw, 610kc, Young

D		16.00	28.00	40.00	60.00	100.00
N		16.00	28.00	40.00	60.00	100.00

KNUZ, 250w, 1230kc, Forjoe, Hooper

D	8.00	11.60	19.20	32.00	48.00	80.00
N	8.00	11.60	19.20	32.00	48.00	80.00

KPRC, 5kw, 950kc, NBC, Petry, Hooper, BMB

D	24.00	24.00	45.00	64.80	108.00	180.00
N	40.00	40.00	75.00	108.00	180.00	300.00

KPRC-FM, Chan. 275, 102.9mc, 57kw, Transit Radio (See Transit Radio Listing)
KPRC-TV, Chan. 2, 8.5kw-aur.; 16kw-vis.

D	40.00	50.00	75.00	100.00	150.00	250.00
N	80.00	100.00	150.00	200.00	300.00	500.00

KTHT, 5kw, 790kc, MBS, Avery-Knodel, Hooper, Conlan

D		15.00	24.00	42.00	72.00	120.00
N		24.00	48.00	84.00	144.00	240.00

KTRH, 50kw, 750kc, CBS, Blair, Hooper, BMB

D	24.00	30.00	50.00	75.00	126.00	210.00
N	40.00	50.00	84.00	140.00	210.00	350.00

KTRH-FM, Chan. 266, 101.1mc, 29.5kw, Bonus
KXYZ, 5kw, 1320kc, ABC, Free & Peters, Hooper

D	16.00	20.00	28.00	48.00	84.00	140.00
N	30.00	37.50	56.00	96.00	168.00	280.00

KXYZ-FM, Chan. 243, 96.5mc, 15kw, Free & Peters, Bonus

(Continued on page 170)

get the facts on the
BROWNSVILLE MARKET
by calling
HIL F. BEST
National Representatives of
Radio Station KBOR

CBS
Biggest .. retail sales increase % in the U. S. was in
EL PASO*
Biggest .. radio audience in the El Paso Southwest
is delivered by
KROD
5,000 watts 600 K. C.
KEY STATION -- SOUTHWEST NETWORK
RODERICK BROADCASTING CORP.
Dorrance D. Roderick, Pres.
Val Lawrence, Vice-Pres. & Gen. Mgr.
REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY
* AMONG THE NATION'S 75 LARGEST CITIES, IN THE LAST 10 YEARS Latest Dept. of Commerce Report

TEXAS

SPOT RATE FINDER

(Continued from page 169)

HUNTSVILLE, Walker, 5,139 homes, 83.6% radio, 4,296 radio homes.
KSAM, 250w, 1490kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

JACKSONVILLE, Cherokee, 10,307 homes, 83.3% radio, 8,586 radio homes.
KEBE, 250w, 1400kc, BMB

D	3.00	6.00	12.00	18.00	36.00	60.00
N	3.00	6.00	12.00	18.00	36.00	60.00

JASPER, Jasper, 5,345 homes, 82.2% radio, 4,394 radio homes.
KTXJ, 250w, 1240kc

D	3.00	5.00	10.00	15.00	25.00
N	6.00	10.00	20.00	30.00	50.00

JUNCTION, Kimble, 1,626 homes, 89.5% radio, 1,455 radio homes.
KMBL, 100w, 1450kc, LBS

D	.75	1.50	2.50	5.00	9.00	16.50
N	.75	1.50	2.50	5.00	9.00	16.50

KERMIT, Winkler, 3,020 homes, 90.6% radio, 2,736 radio homes.
KERB, 1kw-D, 600kc

D	2.10	2.10	5.00	8.00	12.00	20.00

KERRVILLE, Kerr, 4,531 homes, 89.1% radio, 4,037 radio homes.
KEVT, 250w, 1230kc, LBS, Best

D	2.50	5.70	9.50	15.15	26.65
N	2.50	5.70	9.50	15.15	26.65

KILGORE, Gregg, 18,465 homes, 89.0% radio, 16,434 radio homes.
KOCA, 250w, 1240kc

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

KINGSVILLE, Kleberg, 5,496 homes, 84.2% radio, 4,628 radio homes.
KINE, 1kw-D, 1330kc

D	4.50	6.00	15.00	24.00	36.00	60.00

LAMESA, Dawson, 5,629 homes, 87.2% radio, 4,908 radio homes.
KPET, 250w, 690kc, KBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

LAMPASAS, Lampasas, 3,171 homes, 86.9% radio, 2,756 radio homes.
KHIT, 250w, 1450kc, LBS, Best

D	2.30	3.45	7.25	11.90	21.00	35.00
N	2.30	3.45	7.25	11.90	21.00	35.00

LEVELLAND, Hockley, 6,296 homes, 89.8% radio, 5,654 radio homes.
KLVT, 250w, 1230kc, Best

D	9.00	15.00	24.00	40.00	
N	9.00	15.00	24.00	40.00	

LITTLEFIELD, Lamb, 7,723 homes, 88.4% radio, 6,827 radio homes.
KVOW, 250w, 1490kc

D	4.50	7.50	12.00	18.00	30.00	
N	4.50	7.50	12.00	18.00	30.00	

LONGVIEW, Gregg, 18,465 homes, 89.0% radio, 16,434 radio homes.
KFRO, 1kw, 1370kc, ABC, Cooke, BMB, Conlan

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.50	24.00	48.00	72.00	120.00

KLTI, 1kw-D, 1280kc

D	6.60	11.25	22.50	35.00	56.00

KLTI-FM, Chan. 290, 105.9mc, 10kw
(Rates on request)

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

Don't Overlook These 365,000 Prosperous East Texas People

KFRO LONGVIEW, TEXAS

Longview is the County Seat (Population 24,447) of Gregg County (Population 60,953) and Texas' leading oil producing County (over 12,000 oil wells). It is the greatest oil producing area of comparable size in the world. The entire area is honeycombed with a fine system of paved highways and lateral roads. Industries include oil refineries, machine shops, wholesale and jobbing houses, oil well machinery, creameries, food-processing, concrete products, crate factory, farm implement factory, electric steel plant, cottonseed oil mill, frozen foods, canneries, sheet metal, steel plant reducing iron ore with natural gas, machines for construction of pre-fabricated houses, hatcheries. Southern terminus of Big Inch oil line.
Lone Star Steel Co. Texas Division of Tennessee Eastman Corporation.
Other income is derived from iron ore, natural gas, coal, livestock, poultry, dairying, agriculture, lumber. Area population 365,000 people. 20,000 wage earners, receive over $3,500,000 monthly. Annual rainfall 43.51 inches. Mean annual temperature 65.8, 252 days growing season.

James R. Curtis, *Pres.*, Curtis Bldg., Longview, Texas ***Representatives:*** **Donald Cooke, Inc.**

KFRO
The EAST TEXAS
ABC STATION
1000 WATTS

LUBBOCK, Lubbock, 28,884 homes, 92.0% radio, 26,573 radio homes.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.31	8.25	12.62	23.00	34.50	57.50
N	10.12	12.00	18.25	32.00	48.00	80.00

KCBD, 1kw, 1590kc, MBS, Pearson, Conlan

D	9.00	9.00	14.00	28.00	42.00	70.00
N	9.00	9.00	14.00	28.00	42.00	70.00

KFYO, 250w, 1340kc, ABC, Taylor

D	5.62	7.50	11.25	18.00	27.00	45.00
N	11.25	15.00	22.50	36.00	54.00	90.00

KSEL, 1kw-D, 500w-N, 950kc, Rambeau

D	8.00	9.00	14.00	25.00	40.00	75.00
N	8.00	9.00	14.00	25.00	40.00	75.00

LUFKIN, Angelina, 10,401 homes, 86.2% radio, 8,966 radio homes.

KRBA, 250w, 1340kc, KBS, Continental

D		6.00	8.00	17.50	27.00	45.00
N		7.20	12.00	24.00	36.00	60.00

KRBA-FM, Chan. 238, 95.5mc, 2.9kw, Bonus

KTRE, 1kw, 1420kc, MBS, Taylor, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

MARSHALL, Harrison, 13,250 homes, 81.4% radio, 10,786 radio homes.

KMHT, 250w, 1450kc, MBS

D	3.50	4.90	8.00	16.00	24.00	40.00
N	3.50	4.90	8.00	16.00	24.00	40.00

McALLEN, Hidalgo, 38,325 homes, 76.6% radio, 29,357 radio homes.

KRIO, 1kw, 910kc, ABC, MBS, Weed, BMB, Conlan

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	20.00	32.00	48.00	80.00

McKINNEY, Collin, 12,940 homes, 90.0% radio, 11,646 radio homes.

KMAE, 1kw-D, 1600kc, BMB

D	5.50	8.00	11.00	20.00	30.00	50.00

MIDLAND, Midland, 7,310 homes, 88.4% radio, 6,462 radio homes.

KCRS, 5kw-D, 1kw-N, 550kc, ABC, Pearson

D	10.00	10.00	16.00	28.00	48.00	70.00
N	10.00	10.00	16.00	28.00	48.00	70.00

KJBC, 1kw-D, 1150kc, Bowles

D	4.75	6.75	14.25	24.00	45.00	

MINERAL WELLS, Palo Pinto, 5,964 homes, 91.8% radio, 5,475 radio homes.

KORC, 250w-D, 1140kc, Best

D	2.20	3.70	6.15	14.00	24.00	40.00

MONAHANS, Ward, 3,870 homes, 89.5% radio, 3,464 radio homes.

KYKM, 250w, 1340kc, MBS, LBS, Best, Conlan

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

MOUNT PLEASANT, Titus, 5,211 homes, 85.1% radio, 4,435 radio homes.

KIMP, 1kw-D, 960kc, LBS

	SB	1M	5M	15M	30M	1 Hr
D	2.30	3.50	9.00	15.00	22.00	36.00

NACOGDOCHES, Nacogdoches, 8,519 homes, 84.5% radio, 7,199 radio homes.

2 AM non-affiliates, average 1-time rate

D	2.55	3.72	10.12	20.00	35.10	58.50

KOSF, 250w, 1230kc

D	1.35	3.70	9.00	18.00	27.00	45.00
N	1.35	3.70	9.00	18.00	27.00	45.00

KSFA, 1kw-D, 860kc

D	3.75	3.75	11.25	22.00	43.20	72.00

NEW BRAUNFELS, Comal, 4,820 homes, 86.0% radio, 4,145 radio homes.

KGNB, 1kw-D, 1420kc

D	3.75	7.50	15.00	20.00	30.00	50.00

ODESSA, Ector, 12,144 homes, 91.7% radio, 11,136 radio homes.

2 AM affiliates, average 1-time rate

D	7.87	7.87	13.12	21.00	31.50	52.50
N	9.00	9.00	15.00	24.00	36.00	60.00

KOSA, 250w, 1230kc, CBS, Taylor

D	6.75	6.75	11.25	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

KRIG, 1kw, 1410kc, MBS, LBS, Best

D	9.00	9.00	15.00	24.00	36.00	60.00
N	9.00	9.00	15.00	24.00	36.00	60.00

KECK, 1kw-D, 500w-N, 920kc, Conlan

D	7.50	11.25	18.75	30.00	45.00	75.00
N	9.35	14.05	23.45	37.50	56.25	93.75

ORANGE, Orange, 11,194 homes, 86.8% radio, 9,716 radio homes.

KOGT, 1kw, 1600kc, Best

D			6.00	12.00	18.00	30.00
N			8.00	16.00	24.00	40.00

PALESTINE, Anderson, 9,500 homes, 84.3% radio, 8,009 radio homes.

KNET, 250w, 1450kc

D	4.50	6.00	10.00	16.00	24.00	40.00
N	4.50	6.00	10.00	16.00	24.00	40.00

PAMPA, Gray, 7,705 homes, 94.6% radio, 7,289 radio homes.

KPAT, 250w, 1230kc

D	6.00	4.00	10.00	16.00	24.00	40.00
N	6.00	4.00	10.00	16.00	24.00	40.00

KPDN, 250w, 1340kc, MBS, Girard, Sears & Ayer

D	4.50	6.65	9.25	18.50	28.00	46.50
N	4.50	6.65	9.25	18.50	28.00	46.50

PARIS, Lamar, 13,351 homes, 86.6% radio, 11,562 radio homes.

2 AM affiliates, average 1-time rate

D	4.80	6.10	10.50	21.00	31.50	52.50

KFTV, 500w-D, 1250kc, LBS, KBS, Best

D	4.80	7.20	12.00	24.00	36.00	60.00

KPLT, 250w, 1490kc, ABC, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D		5.00	9.00	18.00	27.00	45.00
N		5.00	9.00	18.00	27.00	45.00

PASADENA, Harris, 237,006 homes, 92.5% radio, 219,231 radio homes.

KLVL, 1kw-D, 1480kc

D	7.50	9.38	13.50	30.00	45.00	75.00

PECOS, Reeves, 3,294 homes, 83.2% radio, 2,741 radio homes.

KIUN, 250w, 1400kc, MBS, LBS, Best

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

PERRYTON, Ochiltree, 1,836 homes, 95.9% radio, 1,761 radio homes.

KEYE, 250w-D, 1400kc, MBS

D	3.00	4.00	10.00	15.00	25.00	40.00

PLAINVIEW, Hale, 8,323 homes, 91.7% radio, 7,632 radio homes.

KVOP, 250w, 1400kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

PORT ARTHUR, Jefferson, 55,108 homes, 91.9% radio, 50,203 radio homes.

KOLE, 250w, 1340kc, Best, Hooper, Conlan

D	3.42	3.60	6.00	14.76	25.20	38.40
N	3.95	4.15	7.00	17.00	29.00	45.00

KPAC, 5kw-D, 1kw-N, 1250kc, MBS, Hooper

D		8.00	15.00	25.00	40.00	65.00
N		13.00	25.00	45.00	65.00	110.00

QUANAH, Hardeman, 3,314 homes, 89.9% radio, 2,979 radio homes.

KOLJ, 500w-D, 1150kc
(CP)
(No rates available)

ROSENBERG, Fort Bend, 7,743 homes, 82.7% radio, 6,403 radio homes.

KFRD, 1kw-D, 980kc

D	3.00	4.00	9.00	18.00	27.00	45.00

SAN ANGELO, Tom Green, 16,735 homes, 89.7% radio, 15,011 radio homes.

2 AM affiliates, average 1-time rate

D	8.25	8.25	13.00	24.00	36.00	60.00
N	8.25	8.25	13.00	24.00	36.00	60.00

KGKL, 5kw-D, 1kw-N, 960kc, ABC, Pearson, Conlan, BMB

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

KTXL, 250w, 1340kc, MBS, Taylor

D	6.50	6.50	12.00	20.00	30.00	50.00
N	6.50	6.50	12.00	20.00	30.00	50.00

SAN ANTONIO, Bexar, 127,691 homes, 88.8% radio, 113,390 radio homes.

4 AM affiliates, average 1-time rate

D	18.92	22.18	33.12	51.55	77.32	128.88
N	36.23	42.46	67.06	104.50	156.75	261.25

4 AM non-affiliates, average 1-time rate

D	6.29	9.00	19.00	29.88	45.75	58.33
N	10.30	15.00	38.00	49.50	80.50	60.00

KABC, 50kw-D, 10kw-N, 680kc, ABC, Blair, Hooper

D	21.42	25.20	33.25	53.20	79.80	133.00
N	36.41	42.84	70.00	112.00	168.00	280.00

KCOR, 5kw-D, 1kw-N, 1350kc, Everett-McKinney, Oakes & Associates

D		5.55	9.00	24.00	48.00	75.00
N		11.00	18.00	38.00	75.00	125.00

KEYL (TV), Chan. 5, 9kw-aur.; 17.9kw-vis., ABC, DuMont, Paramount

D		52.50	60.00	120.00	180.00	300.00
N		70.00	80.00	160.00	240.00	400.00

KITE, 1kw-D, 930kc, IMS, Hooper

D	5.50	8.00		22.50	35.00	50.00

KIWW, 250w-D, 1540kc

D	4.50	7.00	14.00	25.00	37.00	65.00

KMAC, 5kw, 630kc, MBS

D	9.00	12.00	20.00	40.00	60.00	100.00
N	18.00	24.00	40.00	80.00	120.00	200.00

KISS (FM), Chan. 258, 99.5mc, 250kw

KONO, 5kw, 860kc, Forjoe, Hooper, BMB

D	9.60	12.00	(on request)	24.00	36.00	60.00
N	9.60	12.00	(on request)	24.00	36.00	60.00

KONO-FM, Chan. 225, 92.9mc, 3kw, Forjoe, Bonus

KTSA, 5kw, 550kc, CBS, Free & Peters, Hooper

D	15.25	19.00	28.25	45.00	67.50	112.50
N	30.50	38.00	56.25	90.00	135.00	225.00

KTSA-FM, Chan. 268, 101.5mc, 18kw, Free & Peters, Bonus

WOAI, 50kw, 1200kc, NBC, Petry, BMB, Hooper

D	30.00	32.50	51.00	68.00	102.00	170.00
N	60.00	65.00	102.00	136.00	204.00	340.00

WOAI-TV, Chan. 4, 10.8kw-aur., 21.6kw-vis., NBC, CBS, Petry, Hooper

D	52.50	52.50	60.00	120.00	180.00	300.00
N	70.00	70.00	80.00	160.00	240.00	400.00

(Continued on page 172)

for the **best** in radio
in **ODESSA**
contact
HIL F. BEST
Representatives of
Radio Station KRIG

In America's 25th City . . .
and **THE REST OF SOUTH TEXAS**

Announcement on ONE program . . . . produced mail from the above shaded area!

WE CAN SELL
YOUR
PRODUCT, TOO

THE JOHN BLAIR MEN
HAVE THE FACTS AND FIGURES

KABC **SAN ANTONIO**
AMERICA'S FASTEST GROWING MAJOR CITY
50,000 WATTS at 680 KC.

TEXAS

SPOT RATE FINDER

(Continued from page 171)

SAN MARCOS, Guadalupe, 7,188 homes, 82.7% radio, 5,944 radio homes.

KCNY, 250w-D, 1470kc, LBS

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.50	9.00	18.00	27.00	45.00

SEGUIN, Guadalupe, 7,188 homes, 82.7% radio, 5,944 radio homes.

KWED, 1kw-D, 1580kc

D	3.15	3.75	11.25	18.90	31.50	52.50

SEYMOUR, Baylor, 2,331 homes, 87.6% radio, 2,042 radio homes.

KSEY, 100w, 1230kc, Best

D	1.90	3.15	4.35	8.95	15.00	24.80
N	1.90	3.15	4.35	8.95	15.00	24.80

SHAMROCK, Wheeler, 2,969 homes, 90.1% radio, 2,675 radio homes.

KEVA, 250w-D, 1580kc, LBS, Best

D	2.70	3.75	6.00	12.00	22.50	45.00

SHERMAN, Grayson, 21,283 homes, 91.0% radio, 19,368 radio homes.

KRRV (Denison), 1kw, 910kc, MBS, Pearson

D	7.50	7.50	12.50	18.00	30.00	50.00
N	10.00	10.00	15.00	21.60	36.00	60.00

KTAN, 250w-D, 1500kc

D	4.00	5.00	7.00	14.00	21.00	36.00

KSNY, 500w-D, 1280kc, LBS

D	3.50	6.00	9.00	15.00	25.00	45.00

SNYDER, Scurry, 6,979 homes, 87.7% radio, 6,121 radio homes.

KDWT, 250w, 1400kc, MBS, Conlan

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

STEPHENVILLE, Erath, 5,946 homes, 86.7% radio, 5,155 radio homes.

KSTV, 250w-D, 1510kc, LBS

D		6.00	9.00	15.00	25.00	45.00

SULPHUR SPRINGS, Hopkins, 7,489 homes, 87.2% radio, 6,529 radio homes.

KSST, 250w, 1230kc, MBS

D	1.95	2.93	6.24	12.48	18.72	31.20
N	1.95	2.93	6.24	12.48	18.72	31.20

SWEETWATER, Nolan, 5,917 homes, 89.6% radio, 5,302 radio homes.

KXOX, 250w, 1240kc, MBS

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

TAYLOR, Williamson, 11,761 homes, 86.0% radio, 10,114 radio homes.

KTAE, 1kw-D, 1260kc

D	5.00	7.50	10.00	20.00	30.00	50.00

TEMPLE, Bell, 18,367 homes, 87.9% radio, 16,145 radio homes.

KTEM, 250w, 1400kc, MBS

D	3.95	5.65	9.00	15.75	27.00	45.00
N	4.65	6.65	10.00	17.50	30.00	50.00

KTEM-FM, Chan. 298, 107.5mc, 1.9kw, Bonus

TERRELL, Kaufman, 8,772 homes, 85.5% radio, 7,500 radio homes.

KTER, 250w-D, 1570kc
(No rates available)

TEXARKANA, Bowie, 17,975 homes, 85.9% radio, 15,441 radio homes.

2 AM affiliates, average 1-time rate

D	4.50	5.50	11.00	22.00	35.50	60.00
N	5.50	6.50	13.00	26.00	41.50	70.00

KCMC, 250w, 1230kc, ABC, Taylor, BMB, Conlan

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KCMC-FM, Chan. 251, 98.1mc, 40kw, Taylor, Bonus

KTFS, 250w, 1400kc, MBS, Conlan

D	5.00	5.00	10.00	20.00	35.00	60.00
N	5.00	5.00	10.00	20.00	35.00	60.00

TEXAS CITY, Galveston, 34,929 homes, 92.3% radio, 32,239 radio homes.

KTLW, 1kw-D, 920kc

D	6.00	9.00	15.00	24.00	36.00	60.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

TYLER, Smith, 21,380 homes, 87.9% radio, 18,793 radio homes.

KGKB, 250w, 1490kc, MBS, Grant

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	10.00	20.00	40.00	60.00
N	4.00	4.00	10.00	20.00	40.00	60.00

KGKB-FM, Chan. 264, 101.5mc, 10kw, Bonus

KTBB, 5kw-D, 1kw-N, 600kc, Taylor, Conlan, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

UVALDE, Uvalde, 3,999 homes, 80.6% radio, 3,223 radio homes.

KVOU, 250w, 1450kc, MBS

D	3.50	4.50	9.00	18.00	27.00	45.00
N	3.50	4.50	9.00	18.00	27.00	45.00

VERNON, Wilbarger, 6,127 homes, 90.4% radio, 5,539 radio homes.

KVWC, 250w, 1490kc, MBS, Clark

D	3.60	4.50	7.50	15.00	26.25	45.00
N	3.60	4.50	7.50	15.00	26.25	45.00

KVWC-FM, Chan. 254, 98.7mc, 8kw, Bonus

* * *

VICTORIA, Victoria, 8,408 homes, 89.0% radio, 7,483 radio homes.

KNAL, 500w, 1410kc

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

KVIC, 250w, 1340kc, MBS, Conlan

D	3.83	5.10	8.50	13.60	20.40	34.00
N	5.10	7.65	12.75	20.40	30.60	51.00

WACO, McLennan, 37,130 homes, 86.6% radio, 32,155 radio homes.

2 AM affiliates, average 1-time rate

D	5.25	6.50	10.00	17.00	27.00	45.00
N	7.50	9.50	15.00	29.50	48.00	80.00

KWTX, 250w, 1230kc, MBS, McKinney

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

WACO, 1kw, 1460kc, ABC

D	6.00	7.00	10.00	18.00	30.00	50.00
N	9.00	10.00	15.00	35.00	60.00	100.00

* * *

WESLACO, Hidalgo, 38,325 homes, 76.6% radio, 29,357 radio homes.

KRGV, 5kw, 1290kc, NBC, Taylor

	SB	1M	5M	15M	30M	1 Hr
D	6.00	10.00	15.00	24.00	36.00	60.00
N	12.00	20.00	30.00	48.00	72.00	120.00

WICHITA FALLS, Wichita, 24,998 homes, 91.9% radio, 22,973 radio homes.

3 AM affiliates, average 1-time rate

D	8.17	8.17	14.00	28.00	43.67	74.17
N	13.17	13.17	21.67	43.33	68.33	116.67

KFDX, 10kw, 990kc, ABC, Taylor, Hooper

D	8.00	8.00	12.00	24.00	36.00	60.00
N	13.00	13.00	20.00	40.00	60.00	100.00

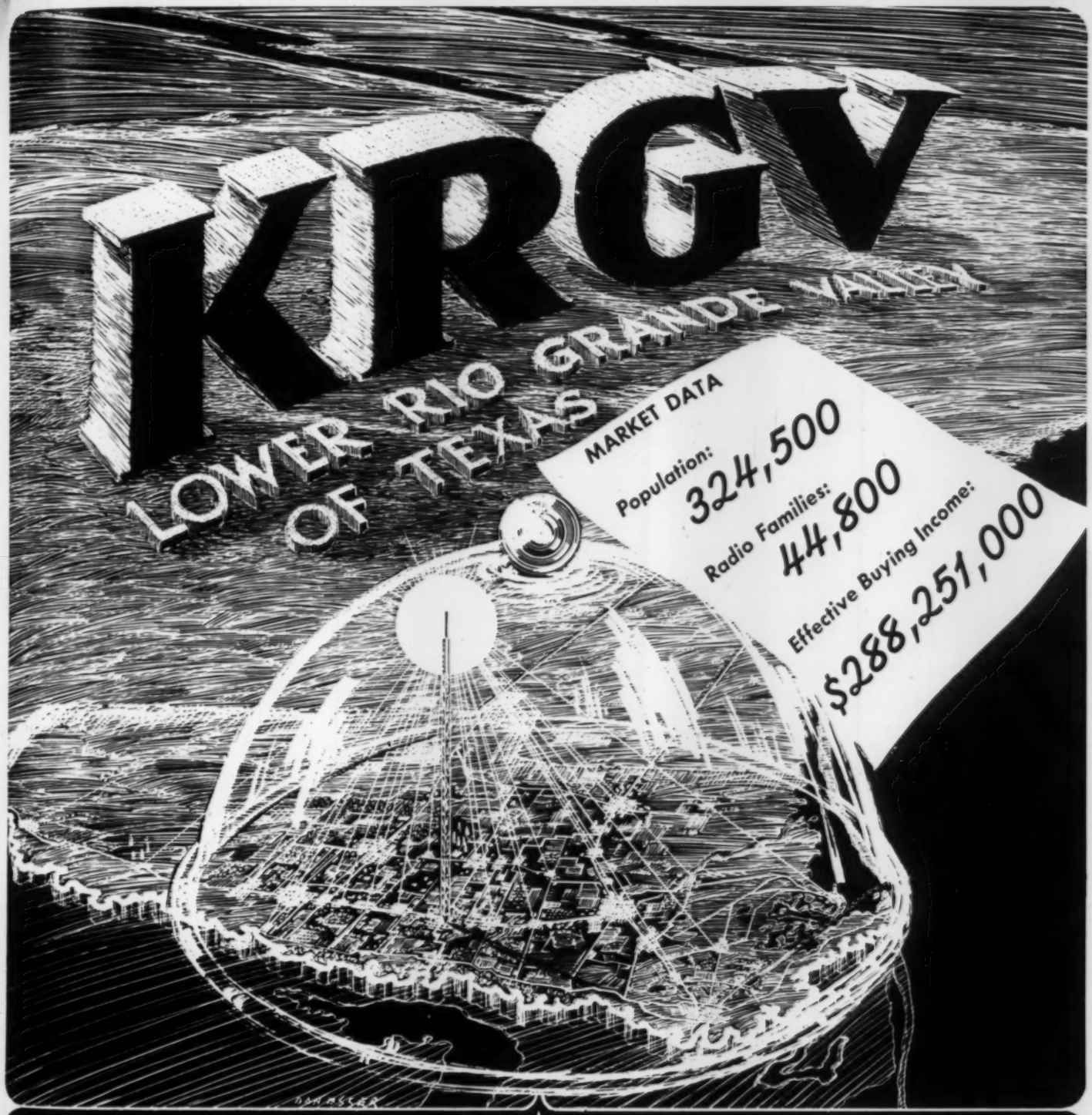
KTRN, 5kw-D, 1kw-N, 1290kc, MBS, Pearson Conlan

D	6.50	6.50	15.00	30.00	45.00	75.00
N	6.50	6.50	15.00	30.00	45.00	75.00

KWFT, 5kw, 620kc, CBS, Blair, Hooper, Bak

D	10.00	10.00	15.00	30.00	50.00	87.50
N	20.00	20.00	30.00	60.00	100.00	175.00

KWFT-FM, Chan. 260, 99.9mc, 10kw, Bla Bonus



For the Facts call your **O. L. Taylor** *man*

KRGV-5000 watts

NBC WESLACO, TEXAS LSC

TEXAS RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948		Taxable Payrolls 1st Qtr. 1948 ($000)
Anderson	31,749	37,092	9,500	8,009	84.3	4,958	22,416	4,427*	(13)	7,747	(13) 3,016
Andrews	4,985	1,277	1,372	1,280	93.3	264	3,503	1,271*	(14)	3,703	(14) 1,784
Angelina	35,972	32,201	10,401	8,966	86.2	4,818	30,297	1,591*		7,794	4,311
Aransas	4,240	3,469	1,637	1,424	87.0	553	2,993	307*	(1)	9,913	(1) 3,948
Archer	6,837	7,599	2,029	1,885	92.9	1,405	3,660	5,778*	(15)	883	(15) 354
Armstrong	2,205	2,495	726	677	93.2	576	1,429	8,583*	(2)	6,937	(2) 3,910
Atascosa	20,016	19,275	5,110	4,211	82.4	1,609	11,011	10,187*	(16)	2,309	(16) 760
Austin	14,631	17,384	4,400	3,639	82.7	2,012	12,698	7,197*	(3)	6,421	(3) 3,031
Bailey	7,578	6,318	2,296	2,043	89.0	1,030	8,059	11,816*	(17)	6,877	(17) 3,213
Bandera	4,385	4,234	1,724	1,519	88.1	717	3,385	2,058*	(18)	2,451	(18) 984
Bastrop	19,561	21,610	6,149	5,011	81.5	2,290	11,775	4,507*	(19)	4,592	(19) 1,607
Baylor	6,849	7,755	2,331	2,042	87.6	1,350	7,112	6,215*	(20)	5,464	(20) 2,273
Bee	18,110	16,481	5,150	4,295	83.4	2,210	16,062	5,856*	(1)		(1)
Bell	74,145	44,863	18,367	16,145	87.9	7,833	52,711	11,986*	(21)	7,723	(21) 2,977
Bexar	496,090	338,176	127,691	113,390	88.8	63,406	465,220	16,370*		88,389	42,740
Blanco	3,771	4,264	1,290	1,140	88.4	730	3,496	2,247*	(22)	4,405	(22) 1,554
Borden	1,100	1,396	284	249	87.8	211	44	3,885*	(23)	5,220	(23) 2,536
Bosque	11,782	15,761	4,054	3,673	90.6	2,795	8,951	6,507*	(24)	3,506	(24) 1,387
Bowie	61,782	50,208	17,975	15,441	85.9	7,626	46,823	5,573*		7,738	3,043
Brazoria	46,413	27,069	12,148	10,763	88.6	4,086	41,869	12,088*		8,248	5,561
Brazos	38,266	26,977	10,512	8,904	84.7	3,871	34,354	5,449*	(4)	10,341	(4) 3,714
Brewster	7,278	6,478	2,032	1,638	80.6	848	6,939	5,716*	(25)	4,515	(25) 2,054
Briscoe	3,520	4,056	1,063	956	89.9	695	3,037	7,319*	(2)		(2)
Brooks	9,170	6,362	2,281	1,836	80.5	467	8,988	2,430*	(26)	2,232	(26) 961
Brown	28,464	25,924	9,539	8,471	88.8	5,073	26,452	6,667*	(27)	6,192	(27) 2,540
Burleson	12,953	18,334	4,123	3,377	81.9	1,633	8,304	4,911*	(4)		(4)
Burnet	10,333	10,771	3,069	2,738	89.2	1,788	6,588	4,662*	(22)		(22)
Caldwell	19,263	24,893	5,733	4,758	83.0	3,110	18,299	4,930*	(19)		(19)
Calhoun	8,971	5,911	2,695	2,358	87.5	780	6,539	2,438*	(1)		(1)
Callahan	9,060	11,568	2,937	2,643	90.0	1,901	5,363	5,310*	(5)	13,969	(5) 6,650
Cameron	124,834	83,202	31,388	24,671	78.6	9,368	97,243	28,765*		14,578	6,126
Camp	8,711	10,285	2,593	2,087	80.5	1,285	4,889	2,122*	(28)	4,809	(28) 2,042
Carson	6,840	6,624	2,044	1,966	96.2	1,506	6,422	14,983*	(2)		(2)
Cass	26,646	33,496	7,565	6,355	84.0	3,564	17,700	3,806*		2,424	787
Castro	5,402	4,631	1,528	1,415	92.6	840	3,984	19,589*	(29)	2,156	(29) 954
Chambers	7,843	7,511	2,428	2,173	89.5	1,343	6,266	6,590*		541	241
Cherokee	38,603	43,970	10,307	8,586	83.3	5,116	26,137	7,625*	(13)		(13)
Childress	12,065	12,149	3,844	3,406	88.6	2,382	14,984	8,250*	(30)	2,739	(30) 1,176
Clay	9,866	12,524	3,142	2,822	89.8	2,121	6,380	6,737*	(15)		(15)
Cochran	5,909	3,735	1,685	1,501	89.1	543	5,688	7,921*	(17)		(17)
Coke	4,035	4,590	1,266	1,100	86.9	711	2,722	3,687*	(31)	490	(31) 144
Coleman	15,407	20,571	5,105	4,533	88.8	3,608	14,159	11,767*	(27)		(27)
Collins	41,495	47,190	12,940	11,646	90.0	8,749	30,451	22,828*	(32)	3,684	(32) 1,539
Collingsworth	9,122	10,331	2,922	2,533	86.7	1,808	8,731	10,608*	(30)		(30)
Colorado	17,519	17,812	5,225	4,399	84.2	2,078	20,206	10,042*	(3)		(3)
Comal	16,325	12,321	4,820	4,145	86.0	2,084	17,739	2,134*	(33)	5,883	(33) 2,429
Comanche	15,461	19,245	5,051	4,465	88.4	3,389	11,624	14,738*	(27)		(27)
Concho	5,063	6,192	1,520	1,362	89.6	1,003	4,181	9,175*	(34)	2,779	(34) 1,103
Cooke	22,058	24,909	6,901	6,204	89.9	4,607	22,101	8,668*	(6)	12,515	(6) 5,854
Coryell	16,221	20,226	5,061	4,145	81.9	3,064	9,333	5,698*	(21)		(21)
Cottle	6,068	7,079	2,048	1,769	86.4	1,245	6,596	6,668*	(7)	7,355	(7) 3,478
Crane	3,956	2,841	1,217	1,159	95.2	624	3,593	741*	(8)	12,955	(8) 7,240
Crockett	3,963	2,809	1,175	1,049	89.3	441	4,478	6,678*	(25)		(25)
Crosby	9,548	10,046	3,217	2,944	91.5	1,845	9,052	12,921*	(7)		(7)
Culberson	1,814	1,653	531	456	85.8	234	2,416	2,185*	(35)	468	(35) 204
Dallam	7,608	6,494	2,313	2,107	91.1	1,292	11,854	13,755*	(9)	11,876	(9) 7,337
Dallas	610,852	398,564	180,701	168,955	93.5	93,564	793,005	16,846*		202,754	120,369
Dawson	19,056	15,367	5,629	4,908	87.2	2,694	22,231	16,398*	(14)		(14)
Deaf Smith	9,073	6,056	2,519	2,320	92.1	1,272	12,103	30,188*	(29)		(29)
Delta	8,953	12,858	2,937	2,632	89.6	2,224	5,940	5,366*	(36)	2,154	(36) 910
Denton	41,243	33,658	11,624	10,578	91.0	6,646	35,762	14,766*		3,575	1,429
DeWitt	22,912	24,935	6,450	5,270	81.7	3,185	24,842	9,937*	(10)	7,401	(10) 2,662
Dickens	7,139	7,847	2,134	1,923	90.1	1,334	7,447	6,607*	(7)		(7)
Dimmit	10,588	8,542	2,442	2,000	81.9	692	5,016	5,354*	(37)	3,026	(37) 1,044
Donley	6,201	7,487	1,933	1,800	93.1	1,479	5,952	8,149*	(2)		(2)
Duval	15,582	20,565	3,946	3,307	83.8	2,325	8,607	3,425*	(38)	6,666	(38) 3,115
Eastland	23,793	20,345	7,329	6,457	88.1	5,423	26,956	7,978*	(39)	5,520	(39) 2,443
Ector	41,947	15,051	12,144	11,136	91.7	3,459	51,184	713*	(8)		(8)
Edwards	2,900	2,933	953	855	89.7	482	1,532	5,172*	(40)	3,547	(40) 1,329
Ellis	45,517	47,733	13,439	11,773	87.6	8,112	36,843	19,029*		4,121	1,564
El Paso	197,934	131,067	46,939	41,494	88.4	22,696	191,293	21,848*		33,206	17,376
Erath	18,376	20,760	5,946	5,155	86.7	3,511	16,047	9,577*	(41)	1,691	(41) 622
Falls	26,582	35,984	8,313	6,842	82.3	4,093	21,302	10,831*	(42)	3,503	(42) 1,220
Fannin	31,152	41,064	9,958	8,952	89.9	7,439	19,272	16,235*		1,950	788
Fayette	24,126	29,246	7,121	5,825	81.8	3,142	20,255	11,681*	(4)		(4)
Fisher	10,985	12,932	3,396	3,029	89.2	2,013	7,150	12,012*	(43)	4,468	(43) 2,285
Floyd	10,514	10,659	3,205	2,917	91.0	2,088	10,797	14,183*	(7)		(7)
Foard	4,212	5,237	1,367	1,228	89.8	887	3,852	6,518*	(20)		(20)
Fort Bend	30,410	32,963	7,743	6,403	82.7	3,319	28,840	14,112*		2,864	1,313
Franklin	6,241	8,378	1,999	1,775	88.8	1,342	3,522	1,908*	(28)		(28)
Freestone	15,644	21,138	4,702	3,879	82.5	2,238	9,577	3,569*	(44)	1,231	(44) 394
Frio	10,337	9,207	2,354	1,803	76.6	819	6,464	6,270*	(16)		(16)
Gaines	8,882	8,136	2,662	2,372	89.1	1,507	11,710	3,561*	(14)		(14)
Galveston	112,226	81,173	34,929	32,239	92.3	18,060	125,064	3,569*		33,723	18,003
Garza	6,264	5,678	1,900	1,756	92.4	1,085	5,855	4,916*	(7)		(7)
Gillespie	10,494	10,670	3,324	2,805	84.4	1,614	11,133	5,677*	(22)		(22)
Glasscock	1,090	1,193	332	312	94.1	259	355	2,156*	(45)	6,245	(45) 4,034
Goliad	6,202	8,798	1,770	1,451	82.0	777	4,246	3,701*	(1)		(1)
Gonzales	21,000	26,075	5,802	4,746	81.8	2,805	25,701	20,411*	(10)		(10)
Gray	24,622	23,911	7,705	7,289	94.6	5,740	35,742	8,125*	(2)		(2)
Grayson	70,122	69,499	21,283	19,368	91.0	14,505	65,864	17,162*	(6)		(6)
Gregg	60,951	58,027	18,465	16,434	89.0	11,118	87,873	1,874*	(11)	18,323	(11) 8,359
Grimes	14,938	21,960	4,197	3,290	78.4	2,086	10,634	4,442*	(46)	7,791	(46) 3,199
Guadalupe	25,337	25,596	7,188	5,944	82.7	3,038	19,588	7,926*	(33)		(33)
Hale	28,056	18,813	8,323	7,632	91.7	3,879	42,040	19,619*	(7)		(7)
Hall	10,882	12,117	3,332	2,892	86.8	2,025	7,816	10,202*	(2)		(2)
Hamilton	10,634	13,303	3,543	3,111	87.8	2,326	10,000	6,605*		817	281
Hansford	4,168	2,783	1,241	1,169	94.2	583	5,838	23,843*	(9)		(9)
Hardeman	10,185	11,073	3,314	2,979	89.9	2,092	9,018	8,081*	(20)		(20)
Hardin	19,496	15,875	5,038	4,313	85.6	2,295	12,322	568*		1,510	582
Harris	802,102	528,961	237,006	219,231	92.5	116,300	908,432	18,951*		239,175	153,047
Harrison	47,709	50,900	13,250	10,786	81.4	5,556	33,928	3,989*	(47)	7,916	(47) 2,973
Hartley	1,901	1,873	601	560	93.1	387	542	7,824*	(9)		(9)
Haskell	13,691	14,905	4,191	3,680	87.8	2,600	9,400	14,527*	(48)	817	(48) 304

(Continued on page 176)

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TEXAS RADIO MARKET DATA BY COUNTIES

(Continued from page 174)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948		Taxable Payrolls 1st Qu 1948 ($000)	
Hays	17,794	15,349	4,991	4,192	84.0	1,990	12,275	3,042*	(19)		(19)	
Hemphill	4,095	4,170	1,219	1,115	91.5	820	4,611	8,475*	(9)		(9)	
Henderson	23,330	31,822	7,056	6,096	86.4	4,208	16,789	4,478*	(49)	3,847	(49)	1,358
Hidalgo	159,994	160,059	38,325	29,357	76.6	10,231	104,456	58,021*		15,064		5,984
Hill	31,152	38,355	10,202	8,906	87.3	6,347	23,725	15,397*	(24)		(24)	
Hockley	20,352	12,693	6,296	5,654	89.8	2,236	22,992	18,830*	(17)		(17)	
Hood	5,273	6,674	1,787	1,540	86.2	994	4,149	4,789*	(41)		(41)	
Hopkins	23,424	30,274	7,487	6,529	87.2	5,010	15,375	10,195*	(36)		(36)	
Houston	22,745	31,137	6,780	5,404	79.7	2,740	13,814	7,540*	(50)	3,526	(50)	1,252
Howard	26,647	20,990	7,604	6,897	90.7	4,143	34,354	7,259*	(23)		(23)	
Hudspeth	4,276	3,149	1,220	1,031	84.5	352	2,063	4,248*	(35)		(35)	
Hunt	42,605	48,793	13,661	12,336	90.3	9,587	37,314	15,837*		4,466		1,832
Hutchinson	31,437	19,069	9,243	8,725	94.4	4,527	32,056	7,300*	(9)		(9)	
Irion	1,582	1,963	554	490	88.4	354	1,054	4,344*	(31)		(31)	
Jack	7,712	10,206	2,547	2,264	88.9	1,652	6,385	4,826*	(51)	2,815	(51)	1,127
Jackson	12,389	11,720	3,495	2,936	84.0	1,551	9,159	5,799*	(1)		(1)	
Jasper	20,002	17,491	5,345	4,394	82.2	1,903	16,568	946*	(52)	3,119	(52)	1,106
Jeff Davis	2,084	2,375	778	650	83.5	275	863	4,001*	(25)		(25)	
Jefferson	193,979	145,329	55,108	50,203	91.1	30,298	230,934	11,950*		56,031		39,822
Jim Hogg	5,369	5,449	1,394	1,186	85.1	564	3,787	1,123*	(53)	725	(53)	329
Jim Wells	27,825	20,239	7,118	5,803	81.6	2,340	25,965	8,764*	(38)		(38)	
Johnson	31,108	30,384	9,636	8,605	89.3	5,988	25,554	14,532*	(54)	5,244	(54)	2,186
Jones	22,072	23,378	6,835	6,117	89.5	4,078	23,254	15,548*	(5)		(5)	
Karnes	17,088	19,248	4,506	3,663	81.3	1,722	14,332	8,042*	(10)		(10)	
Kaufman	31,117	38,308	8,772	7,500	85.5	5,306	23,538	10,936*		2,225		845
Kendall	5,402	5,080	1,875	1,629	86.9	862	5,407	2,122*	(18)		(18)	
Kenedy	629	700	131	108	82.4	31	71	1,060*	(26)		(26)	
Kent	2,233	3,413	701	620	88.4	497	1,252	3,596*	(48)		(48)	
Kerr	13,953	11,653	4,531	4,037	89.1	2,225	17,640	5,354*	(18)		(18)	
Kimble	4,597	5,064	1,626	1,455	89.5	871	3,983	4,508*	(55)	1,013	(55)	413
King	868	1,066	280	241	86.2	209	268	1,558*	(7)		(7)	
Kinney	2,648	4,533	880	673	76.5	426	1,472	3,332*	(40)		(40)	
Kleberg	21,911	13,344	5,496	4,628	84.2	1,950	18,300	5,528*	(38)		(38)	
Knox	10,048	10,090	2,994	2,668	89.1	1,582	8,016	8,258*	(20)		(20)	
Lamar	42,998	50,425	13,351	11,562	86.6	7,816	35,087	10,779*		4,837		1,916
Lamb	19,953	17,603	7,723	6,827	88.4	3,141	21,513	23,229*	(17)		(17)	
Lampasas	9,894	9,167	3,171	2,756	86.9	1,770	9,415	3,613*	(22)		(22)	
LaSalle	7,472	8,003	2,066	1,473	71.3	554	4,784	5,231*	(37)		(37)	
Lavaco	22,122	25,485	6,370	5,236	82.2	2,799	11,800	8,894*	(10)		(10)	
Lee	10,117	12,751	2,922	2,390	81.8	1,180	7,519	4,543*	(4)		(4)	
Leon	11,988	17,733	3,630	2,966	81.7	1,542	5,870	3,753*	(44)		(44)	
Liberty	26,685	24,541	7,460	6,334	84.9	3,267	26,684	5,642*	(46)		(46)	
Limestone	25,112	33,781	7,906	6,657	84.2	4,491	15,374	12,113*	(42)		(42)	
Lipscomb	3,636	3,764	1,118	1,057	94.5	794	5,268	7,561*	(9)		(9)	
Live Oak	9,025	9,799	2,379	2,074	87.2	1,128	6,131	4,329*	(56)	854	(56)	371
Llano	5,352	5,996	2,014	1,738	86.3	1,144	5,740	4,474*	(22)		(22)	
Loving	227	285	70			68	127	235*	(8)		(8)	
Lubbock	100,603	51,782	28,884	26,573	92.0	11,007	143,344	30,462*		17,962		9,130
Lynn	10,937	11,931	3,416	3,136	91.8	2,183	9,060	23,156*	(17)		(17)	
McCulloch	11,655	13,202	3,731	3,265	87.5	2,334	12,178	10,723*	(34)		(34)	
Mclennan	128,589	101,898	37,130	32,155	86.6	18,734	136,878	15,235*		23,691		11,697
McMullen	1,184	1,374	451	368	81.6	198	307	1,565*	(56)		(56)	
Madison	7,966	12,029	2,702	2,216	82.0	944	7,150	2,044*	(50)		(50)	
Marion	10,132	11,457	2,858	2,226	77.9	950	5,293	201*	(47)		(47)	
Martin	5,521	5,556	1,832	1,652	90.2	827	2,895	5,612*	(14)		(14)	
Mason	4,922	5,378	1,642	1,481	90.2	1,033	4,050	6,498*	(22)		(22)	
Matagorda	21,519	20,066	6,739	5,553	82.4	2,575	23,152	10,780*		2,852		1,192
Maverick	12,246	10,071	2,927	2,163	73.9	872	11,559	5,212*	(37)		(37)	
Medina	16,986	16,106	4,548	3,916	86.1	1,949	10,362	7,417*	(16)		(16)	
Menard	4,157	4,521	1,335	1,196	89.6	816	4,773	5,986*	(55)		(55)	
Midland	25,621	11,721	7,310	6,462	88.4	2,430	30,735	3,785*	(45)		(45)	
Milam	23,450	33,120	7,607	6,344	83.4	3,873	18,884	10,566*	(4)		(4)	
Mills	5,973	7,951	1,980	1,748	88.3	1,319	4,342	4,164*	(22)		(22)	
Mitchell	14,289	12,477	4,045	3,491	86.3	2,175	11,815	8,017*	(23)		(23)	
Montague	17,001	20,442	5,627	4,980	88.5	3,424	15,016	4,796*		1,739		778
Montgomery	24,440	23,055	7,267	6,112	84.1	2,899	17,823	1,480*	(46)		(46)	
Moore	13,302	4,461	3,895	3,778	97.0	1,048	11,378	10,690*	(9)		(9)	
Morris	9,420	9,810	2,785	2,337	83.9	972	5,081	1,681*	(28)		(28)	
Motley	3,948	4,994	1,306	1,162	89.0	856	4,288	6,036*	(7)		(7)	
Nacogdoches	30,273	35,392	8,519	7,199	84.5	4,207	22,090	3,684*	(57)	7,933	(57)	2,877
Navarro	39,731	51,308	12,379	10,646	86.0	7,789	32,825	13,028*		5,051		2,183
Newton	10,819	13,700	2,812	2,281	81.1	1,156	3,951	1,318*	(52)		(52)	
Nolan	19,697	17,309	5,917	5,302	89.6	3,218	23,532	7,596*	(43)		(43)	
Nueces	164,629	92,661	44,311	37,753	85.2	15,366	168,240	23,998*		34,058		18,383
Ochiltree	6,015	4,213	1,836	1,761	95.9	966	11,014	27,340*	(9)		(9)	
Oldham	1,668	1,385	432	414	95.8	307	1,521	9,235*	(29)		(29)	
Orange	40,083	17,382	11,194	9,716	86.8	2,838	31,993	2,268*		7,824		4,774
Palo Pinto	17,025	18,456	5,964	5,475	91.8	3,327	15,607	4,670*	(51)		(51)	
Panola	19,207	22,513	5,278	4,349	82.4	2,051	11,737	2,970*	(47)		(47)	
Parker	21,479	20,482	6,636	5,773	87 0	3,455	17,023	8,065*	(54)		(54)	
Parmer	5,771	5,890	1,606	1,508	93.9	1,141	5,259	17,994*	(29)		(29)	
Pecos	9,877	8,185	2,734	2,370	86.7	1,239	10,205	9,305*	(25)		(25)	
Polk	16,159	20,635	4,524	3,832	84.7	2,374	11,285	1,139*	(58)	5,571	(58)	2,005
Potter	72,851	54,265	21,844	20,948	95.9	13,388	132,271	8,467*	(12)	21,555	(12)	12,704
Presidio	7,328	10,925	2,113	1,640	77.6	792	6,675	5,776*	(25)		(25)	
Rains	4,258	7,334	1,409	1,212	86.0	953	1,586	2,158*	(59)	1,759	(59)	591
Randall	13,732	7,185	4,093	3,880	94.8	1,702	8,853	14,818*	(12)		(12)	
Reagan	3,104	1,997	1,021	980	96.0	477	4,728	3,368*	(25)		(25)	
Real	2,475	2,420	795	680	85.5	332	1,215	1,662*	(40)		(40)	
Red River	21,800	29,769	6,725	5,629	83.7	3,711	12,063	7,957*	(28)		(28)	
Reeves	11,718	8,006	3,294	2,741	83.2	1,203	14,928	3,076*	(8)		(8)	
Refugio	10,078	10,383	2,857	2,488	87.1	1,628	8,859	4,693*	(1)		(1)	
Roberts	1,030	1,289	340	324	95.2	293	869	7,326*	(9)		(9)	
Robertson	19,786	25,710	5,919	4,859	82.1	2,496	13,537	5,514*	(4)		(4)	
Rockwall	6,116	7,051	1,970	1,747	88.7	1,148	4,118	3,486*	(32)		(32)	
Runnels	16,717	18,903	5,260	4,697	89.3	3,337	15,153	11,959*	(34)		(34)	
Rusk	42,234	51,023	12,315	10,652	86.5	7,200	31,303	4,874*	(11)		(11)	
Sabine	8,552	10,896	2,268	1,873	82.6	1,032	3,400	925*	(57)		(57)	
San Augustine	8,819	12,471	2,498	1,991	79.7	847	5,199	1,701*	(57)		(57)	
San Jacinto	7,162	9,056	2,372	1,812	76.4	459	1,897	726*	(58)		(58)	
San Patricio	35,692	28,871	9,825	8,371	85.2	4,028	25,553	16,896*		2,955		1,267
San Saba	8,627	11,012	2,553	2,201	86.2	1,768	7,784	7,857*	(22)		(22)	
Schleicher	2,838	3,083	921	826	89.7	518	2,564	6,229*	(55)		(55)	
Scurry	22,721	11,545	6,979	6,121	87.7	2,051	11,157	9,567*	(43)		(43)	
Shackelford	4,986	6,211	1,638	1,528	93.3	1,256	4,768	4,343*	(5)		(5)	
Shelby	23,414	29,235	6,657	5,465	82.1	3,131	13,707	3,849*	(57)		(57)	
Sherman	2,424	2,026	805	771	95.8	435	4,237	14,328*	(9)		(9)	
Smith	74,458	69,090	21,380	18,793	87.9	11,230	75,182	15,089*		13,024		6,665
Somervell	2,532	3,071	1,007	861	85.5	432	1,703	1,244*	(41)		(41)	
Starr	13,898	13,312	3,205	2,481	77.4	630	5,625	1,756*		384		85
Stephens	10,574	12,356	3,433	3,073	89.5	2,439	13,365	4,855*	(39)		(39)	
Sterling	1,273	1,404	405	379	93.5	264	1,441	3,193*	(31)		(31)	
Stonewall	3,666	5,589	1,117	991	88.7	807	1,973	4,192*	(48)		(48)	
Sutton	3,741	3,977	1,095	1,029	94.0	572	4,408	5,883*	(55)		(55)	
Swisher	8,232	6,528	2,434	2,305	94.7	1,399	9,322	14,753*	(29)		(29)	
Tarrant	359,246	225,521	107,190	99,258	92.6	52,082	453,695	15,555*		96,488		56,988

(Continued on page 178)

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$156,837,880.00!

Does a B-36 cost THAT much?

No – this tremendous figure is not the cost of that mighty bomber . . . . but it does represent the annual payroll of the aircraft industries alone in the Fort Worth-Dallas market, where WBAP – AM, FM and TV covers the trade territory. And this includes the Fort Worth division of Convair, where these huge planes roll off the production lines.

Just think of that for a minute! $156,837,880.00 in annual salaries from aircraft industries *alone*, in this wealthy market. Food processing and packing companies provide an additional $45,289,200.00 in annual salaries – building permits only in the city of Fort Worth were in excess of $50,000,000.00 in 1950. Add the tremendous payrolls from the milling industries, railroads, oil companies and public utilities in the WBAP territory and you have a gigantic market of buy-minded citizens.

In this ever-expanding industrial center – sixteen rich counties in the fabulous Fort Worth-Dallas area – WBAP-TV is the dominant medium that holds steadily Monday thru Friday with 62.3%* of the afternoon audience, better than the combined totals of stations B and C in this dollar packed market.

The South's No. 1 market, leading Houston and New Orleans, in that order. YOUR sales story can saturate it by scheduling WBAP-AM, FM, and TV. It is a great buy for you RIGHT NOW!

No spotty coverage – it is complete!

For more details call your Free and Peters man or write direct to WBAP, 3900 Barnett, Fort Worth, Texas.

*Dallas-Fort Worth Television Audience Index April-May 1951

WBAP AM-FM-TV
570 - 820
CHANNEL
5

STAR-TELEGRAM STATION • FORT WORTH, TEXAS • FREE & PETERS INC. *Exclusive National Representatives* • AMON CARTER, *President* GEORGE CRANSTON, *Manager* HAROLD HOUGH, *Director* ROY BACUS, *Commercial Mgr.*

TEXAS RADIO MARKET DATA BY COUNTIES

(Continued from page 176)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948		Taxable Payrolls 1st Qtr. 1948 ($000)	
Taylor	63,079	44,147	18,374	16,978	92.4	9,023	79,965	8,419*	(5)		(5)	
Terrell	3,171	2,952	907	780	86.0	392	2,805	3,821*	(25)		(25)	
Terry	13,074	11,160	3,977	3,492	87.8	1,951	15,924	18,013*	(17)		(17)	
Throckmorton	3,611	4,275	1,167	1,054	90.3	737	2,725	3,861*	(60)	2,851	(60)	1,255
Titus	17,266	19,228	5,211	4,435	85.1	2,748	13,657	3,177*	(28)		(28)	
Tom Green	58,602	39,302	16,735	15,011	89.7	7,770	74,889	10,931*		14,842		7,807
Travis	160,381	111,053	42,768	38,064	89.0	20,170	163,387	10,780*		25,605		11,890
Trinity	10,013	13,705	3,001	2,299	76.6	1,387	8,385	1,379*	(58)		(58)	
Tyler	11,275	11,948	3,251	2,754	84.7	1,381	7,973	1,131*	(58)		(58)	
Upshur	20,763	26,178	6,108	5,173	84.7	3,344	12,101	2,860*	(11)		(11)	
Upton	5,288	4,297	1,649	1,527	92.6	1,013	5,668	1,845*	(25)		(25)	
Uvalde	15,977	13,246	3,999	3,223	80.6	1,786	16,155	7,543*	(40)		(40)	
Val Verde	16,575	15,453	4,466	3,439	77.0	1,874	14,984	11,044*	(40)		(40)	
Van Zandt	22,549	31,155	7,155	6,397	89.4	4,892	13,944	10,259*	(49)		(49)	
Victoria	31,174	23,741	8,408	7,483	89.0	3,756	34,160	5,577*	(1)		(1)	
Walker	20,168	19,868	5,139	4,296	83.6	1,951	13,552	1,942*	(50)		(50)	
Waller	11,938	10,280	2,976	2,428	81.6	976	8,777	4,804*	(3)		(3)	
Ward	13,256	9,575	3,870	3,464	89.5	1,801	14,085	2,931*	(8)		(8)	
Washington	20,489	25,387	6,117	4,783	78.2	2,318	15,860	8,010*	(4)		(4)	
Webb	55,904	45,916	12,990	9,561	73.6	4,349	46,411	7,863*		7,213		2,698
Wharton	35,966	36,158	10,234	8,699	85.0	4,687	34,260	21,023*	(3)		(3)	
Wheeler	10,288	12,411	2,969	2,675	90.1	2,246	11,797	5,894*	(30)		(30)	
Wichita	98,036	73,604	24,998	22,973	91.9	15,845	108,043	6,307*		21,762		11,716
Wilbarger	20,521	20,474	6,127	5,539	90.4	4,012	23,188	11,425*	(20)		(20)	
Willacy	20,891	13,230	5,356	4,231	79.0	1,322	16,008	9,939*	(26)		(26)	
Williamson	38,700	41,698	11,761	10,114	86.0	6,380	33,245	17,895*		3,607		1,408
Wilson	14,641	17,066	3,681	3,026	82.2	1,477	8,325	8,042*	(33)		(33)	
Winkler	10,005	6,141	3,020	2,736	90.6	1,348	10,995	657*	(8)		(8)	
Wise	16,092	19,074	5,226	4,625	88.5	3,043	11,256	7,053*	(54)		(54)	
Wood	21,218	24,360	6,209	5,371	86.5	3,579	17,117	3,496*	(59)		(59)	
Yoakum	4,332	5,354	1,242	1,130	91.0	987	2,773	2,287*		265		122
Young	16,748	19,004	5,283	4,760	90.1	3,685	19,933	5,578*	(60)		(60)	
Zapata	4,306	3,916	1,113	848	76.2	170	895	584*	(53)		(53)	
Zavala	11,171	11,603	2,768	1,921	69.4	721	6,088	6,832*	(37)		(37)	

(1) Includes Aranas, Bee, Calhoun, Goliad, Jackson, Refugio and Victoria Counties. (2) Includes Armstrong, Briscoe, Carson, Donley, Gray and Hall Counties. (3) Includes Austin, Colorado, Waller and Wharton Counties. (4) Includes Brazos, Burleson, Fayette, Lee, Milam, Robertson and Washington Counties. (5) Includes Callahan, Jones, Shackelford and Taylor Counties. (6) Includes Cooke and Grayson Counties. (7) Includes Cottle, Crosby, Dickens, Floyd, Garza, Hale, King and Motley Counties. (8) Includes Crane, Ector, Loving, Reeves, Ward and Winkler Counties. (9) Includes Dallam, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts and Sherman Counties. (10) Includes DeWitt, Gonzales, Karnes and Lavaca Counties. (11) Includes Gregg, Rusk and Upshur Counties. (12) Includes Potter and Randall Counties. (13) Includes Anderson and Cherokee Counties. (14) Includes Andrews, Dawson, Gaines and Martin Counties. (15) Includes Archer and Clay Counties. (16) Includes Atascosa, Frio and Medina Counties. (17) Includes Bailey, Cochran, Hockley, Lamb, Lynn and Terry Counties. (18) Includes Bandera, Kendall and Kerr Counties. (19) Includes Bastrop, Caldwell and Hays Counties. (20) Includes Baylor, Foard, Hardeman, Knox and Wilbarger Counties. (21) Includes Bell and Coryell Counties. (22) Includes Blanco, Burnet, Gillespie, Lampasas, Llano, Mason, Mills and San Saba Counties. (23) Includes Borden, Howard and Mitchell Counties. (24) Includes Bosque and Hill Counties. (25) Includes Brewster, Crockett, Jeff Davis, Pecos, Presidio, Reagan, Terrell and Upton Counties. (26) Includes Brooks, Kenedy and Willacy Counties. (27) Includes Brown, Coleman and Comanche Counties. (28) Includes Camp, Franklin, Morris, Red River and Titus Counties. (29) Includes Castro, Deaf Smith, Oldham, Parmer and Swisher Counties. (30) Includes Childress, Collingsworth and Wheeler Counties. (31) Includes Coke, Iron and Sterling Counties. (32) Includes Collin and Rockwall Counties. (33) Includes Comal, Guadalupe and Wilson Counties. (34) Includes Concho, McCulloch and Runnels Counties. (35) Includes Culberson and Hudspeth Counties. (36) Includes Delta and Hopkins Counties. (37) Includes Dimmit, La Salle, Maverick and Zavala Counties. (38) Includes Duval, Jim Wells and Kleberg Counties. (39) Includes Eastland and Stephens Counties. (40) Includes Edwards, Kinney, Real, Uvalde and Val Verde Counties. (41) Includes Erath, Hood and Somervell Counties. (42) Includes Falls and Limestone Counties. (43) Includes Fisher, Nolan and Scurry Counties. (44) Includes Freestone and Leon Counties. (45) Includes Glasscock and Midland Counties. (46) Includes Grimes, Liberty and Montgomery Counties. (47) Includes Harrison, Marion and Panola Counties. (48) Includes Haskell, Kent and Stonewall Counties. (49) Includes Henderson and Van Zandt Counties. (50) Includes Houston, Madison and Walker Counties. (51) Includes Jack and Palo Counties. (52) Includes Jasper and Newton Counties. (53) Includes Jim Hogg and Zapata Counties. (54) Includes Johnson, Parker and Wise Counties. (55) Includes Kimble, Menard, Schleicher and Sutton Counties. (56) Includes Live Oak and McMullen Counties. (57) Includes Nacogdoches, Sabine, San Augustine and Shelby Counties. (58) Includes Polk, San Jacinto, Trinity and Tyler Counties. (59) Includes Rains and Wood Counties. (60) Includes Throckmorton and Young Counties.

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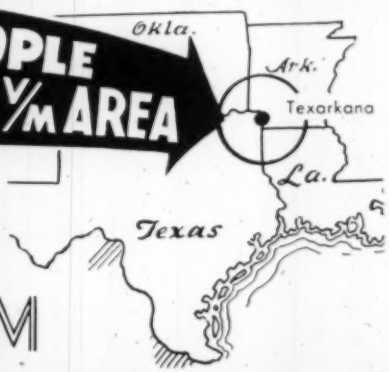
239,330 PEOPLE LIVE WITHIN KCMC .05M V/M AREA



KCMC—TEXARKANA (TEX-ARK)
has more listeners daytime or night in the Texarkana area than all other stations combined. Resources: agriculture, oil, manufacturing, timber, live stock.

KCMC and KCMC-FM

UTAH

SPOT RATE FINDER

BRIGHAM CITY, Box Elder, 5,299 homes, 98.8% radio, 5,235 radio homes.
KBUH, 250w-D, 800kc, Continental

	SB	1M	5M	15M	30M	1 Hr
D		3.70	7.50	15.00	22.00	36.00

CEDAR CITY, Iron, 2,584 homes, 98.1% radio, 2,535 radio homes.
KSUB, 1kw, 590 kc, CBS

D	6.00	6.00	7.50	15.00	25.00	50.00
N	6.00	6.00	7.50	15.00	25.00	50.00

LOGAN, Cache, 9,007 homes, 99.0% radio, 8,917 radio homes.
KVNU, 1kw, 610kc, MBS

D	4.50	5.00	8.00	13.50	21.50	32.50
N	5.00	6.00	9.50	14.50	23.00	40.00

MURRAY, Salt Lake, 76,012 homes, 98.8% radio, 75,100 radio homes.
KMUR, 250w, 1230kc, Tri City Network

D	3.75	13.80	20.70	27.60	48.30
N	3.75	13.80	20.70	27.60	48.30

OGDEN, Weber, 22,563 homes, 98.7% radio, 22,270 radio homes.
KLO, 5kw, 1430kc, MBS, Avery-Knodel

D	8.45	8.45	13.00	26.00	39.00	65.00
N	13.00	13.00	20.00	40.00	60.00	100.00

KOPP, 1kw-D, 730kc, KBS
(Rates on request)
KVOG, 250w, 1490kc

D	3.00	3.85	6.30	11.90	21.00	35.00
N	3.50	4.40	7.20	13.60	24.00	40.00

PRICE, Carbon, 6,361 homes, 96.9% radio, 6,164 radio homes.
KOAL, 250w, 1230kc, MBS, KBS, Intermountain, Avery-Knodel

D	3.75	6.00	12.00	18.00	30.00
N	3.75	6.00	12.00	18.00	30.00

PROVO, Utah, 20,546 homes, 98.0% radio, 20,135 radio homes.

2 AM non-affiliates, average 1-time rate

D	1.87	2.37	4.55	7.10	11.90	21.50
N	2.37	3.02	4.85	9.75	15.75	28.00

KCSU, 250w, 1400kc, Tri-City Network, Biddick

D	2.00	2.50	4.60	9.20	13.80	23.00
N	3.00	3.80	7.20	14.50	21.50	36.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *

KNEU, 250w, 1450kc, Continental

	SB	1M	5M	15M	30M	1 Hr
D		2.25	2.50	5.00	10.00	20.00
N		2.25	2.50	5.00	10.00	20.00

KOVO, 1kw, 960kc, MBS, Avery-Knodel

D	3.31	3.31	5.52	11.04	17.66	27.60
N	5.00	5.00	7.60	14.80	23.20	40.00

RICHFIELD, Sevier, 3,433 homes, 98.3% radio, 3,375 radio homes.
KSVC, 1kw-D, 690kc, Avery-Knodel

D	3.90	3.90	6.00	12.00	18.00	30.00

SALT LAKE CITY, Salt Lake, 76,012 homes, 98.8% radio, 75,100 radio homes.

4 AM affiliates, average 1-time rate

D	17.33	17.50	26.38	47.25	74.38	111.25
N	33.67	31.00	49.25	82.50	126.75	198.75

KALL, 1kw, 910kc, MBS, Avery-Knodel, Hooper

D	8.50	8.50	17.50	30.00	50.00	80.00
N	15.00	15.00	25.00	45.00	72.00	125.00

KDYL, 5kw, 1320kc, NBC, Blair, BMB, Hooper

D	18.50	18.50	25.00	50.00	75.00	110.00
N	36.00	36.00	50.00	100.00	150.00	220.00

KDYL-FM, Chan. 254, 98.7mc, 9kw, Bonus
KDYL-TV, Chan. 4, 2kw-aur., 4kw-vis., NBC, Blair-TV

D	20.00	25.00	37.50	60.00	90.00	150.00
N	40.00	50.00	75.00	120.00	180.00	300.00

KNAK, 1kw-D, 500w-N, 1280kc, IMS

D	4.00	5.00	12.50	20.00	30.00	50.00
N	5.00	6.00	15.00	24.00	36.00	60.00

KSL, 5kw, 1160kc, CBS, Radio Sales

D	25.00	30.00	40.00	70.00	107.50	160.00
N	50.00	50.00	80.00	130.00	200.00	300.00

KSL-FM, Chan. 262, 100.3mc, 5.9kw

D				11.25	18.00	30.00
N				15.00	24.00	40.00

KSL-TV, Chan. 5, 9.6kw-aur., 18.4kw-vis., ABC, CBS, DuMont, Radio Sales

D	14.00	18.00	25.00	35.00	52.50	87.50
N	40.00	50.00	65.00	100.00	150.00	250.00

KUTA, 5kw, 570kc, ABC, Hollingbery, Hooper

D		13.00	23.00	39.00	65.00	95.00
N		23.00	32.00	55.00	85.00	150.00

VERNAL, Uintah, 2,630 homes, 96.4% radio homes, 2,535 radio homes.
KJAM, 250w, 1340kc, KBS, Grant

D		4.50	7.50	12.00	18.00	30.00
N		4.50	7.50	12.00	18.00	30.00

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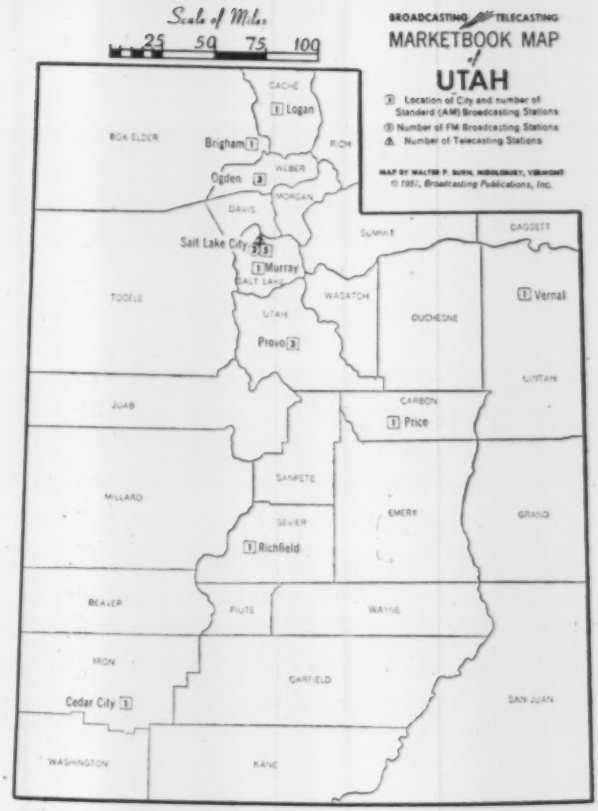

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MARKET INDICATORS FOR UTAH

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	688,862	'50	550,310	'40
% of U. S.	.5%	'50	0.24%	'40
Homes	186,673	'50	136,747	'40
Percent Radio	98.5%	'50	92.4%	'40
Radio Homes	183,873	'50	126,418	'40
Retail Sales	$ 657,066,000	'50	577,133,000	'48
Retail Trade Employes	31,961	'48	20,397	'39
Wholesale Sales Volume	$ 741,904,000	'48	194,200,000	'39
Wholesale Trade Employes	11,874	'48	6,915	'39
Manufacturing Employment (Mid-March)			22,756	'47
Manufacturing Taxable Payrolls (1st Quarter)			$14,180,000	'47
Income	$ 825,000,000	'49	265,000,000	'40
Percent distribution	.42%	'49	0.35%	'40
Per Capita Income	$ 1,213	'49	480	'40
Percent of national per capita income	91%	'49	83%	'40
New Construction (Private)	$ 118.5	'50	18,200,000	'39
Residential	$ 66.0	'50	9,900,000	'39
Non-Residential	$ 30.8	'50	2,400,000	'39
Automobile Registration	247,317	'50	208,908	'48
Telephones	199,300	'50	116,200	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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UTAH RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Beaver	4,856	5,014	1,372	1,325	96.6	1,050	3,834	1,411*	313	128
Box Elder	19,734	18,832	5,299	5,235	98.8	4,134	19,898	13,225,654	1,495	663
Cache	33,536	29,797	9,007	8,917	99.0	6,981	33,307	13,167*	3,241	1,553
Carbon	24,901	18,459	6,361	6,164	96.9	3,836	25,287	975,054	4,833	3,741
Daggett	364	564	96	84	87.5	76	123	251,157	16	4
Davis	30,867	15,784	7,865	7,802	99.2	3,503	18,786	6,256,107	1,473	847
Duchesne	8,134	8,958	2,033	1,956	96.2	1,467	6,569	4,034*	400	167
Emery	6,304	7,072	1,751	1,714	97.9	1,341	2,450	2,186,372	1,209	1,242
Garfield	4,151	5,253	1,051	1,010	96.1	835	2,198	1,443,798	320	179
Grand	1,903	2,070	584	553	94.7	347	1,132	467,802	162	98
Iron	9,642	8,331	2,584	2,535	98.1	1,794	14,270	3,790,567	1,029	532
Juab	5,981	7,392	1,708	1,674	98.0	1,736	5,869	2,153*	702	311
Kane	2,299	2,561	685	672	98.1	442	1,730	625,540	134	57
Millard	9,387	9,613	2,458	2,414	98.2	1,890	8,631	5,449*	465	194
Morgan	2,519	2,611	718	699	97.4	576	2,207	1,574*	244	147
Piute	1,911	2,203	508	495	97.4	436	715	1,128,798	51	19
Rich	1,673	2,028	491	479	97.5	468	815	2,428*	46	15
Salt Lake	274,895	211,623	76,012	75,100	98.8	52,972	296,037	12,137,826	65,244	41,316
San Juan	5,315	4,712	1,229	1,128	91.8	405	1,601	2,192*	75	25
Sanpete	13,891	16,063	4,072	4,019	98.7	3,620	10,083	10,480,628	519	198
Sevier	12,072	12,112	3,433	3,375	98.3	2,571	13,393	7,131,752	925	410
Summit	6,745	8,714	2,090	1,988	95.1	2,020	4,844	2,937*	563	339
Tooele	14,636	9,133	4,667	4,578	98.1	2,120	10,559	1,394,866	1,491	1,025
Uintah	10,300	9,898	2,630	2,535	96.4	1,677	8,420	4,126,508	644	321
Utah	81,912	57,382	20,546	20,135	98.0	12,696	68,856	13,053,449	12,642	7,691
Wasatch	5,574	5,754	1,433	1,410	98.4	1,265	5,495	2,416,063	648	448
Washington	9,836	9,269	2,854	2,723	95.4	1,677	7,700	3,897,582	690	289
Wayne	2,205	2,394	575	560	97.4	391	825	1,509,564	56	22
Weber	83,319	56,714	22,563	22,270	98.7	14,092	81,432	8,290	11,514	6,438

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

VERMONT

SPOT RATE FINDER

BRATTLEBORO, Windham, 9,750 homes, 95.6% radio, 9,321 radio homes.
WTSA, 250w, 1450kc, Yankee, MBS

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

BURLINGTON, Chittenden, 16,736 homes, 97.6% radio, 16,334 radio homes.

2 AM affiliates, average 1-time rate

D	7.00	7.00	12.50	25.00	37.50	62.50
N	11.25	11.25	18.50	40.00	60.00	100.00

WCAX, 5kw, 620kc, CBS, Weed

D	9.00	9.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

WJOY, 250w, 1230kc, ABC, Rambeau, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	12.00	30.00	45.00	75.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

MONTPELIER, Washington, 11,895 homes, 95.8% radio, 11,395 radio homes.
WSKI, 250w, 1240kc, Grant, Kettell-Carter

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	8.00	16.00	24.00	40.00
N	5.70	5.70	12.00	24.00	36.00	60.00

RUTLAND, Rutland, 14,160 homes, 95.7% radio, 13,551 radio homes.
WHWB, 1kw-D, 1000kc

D	6.00	6.00	12.00	24.00	36.00	60.00

WSYB, 1kw, 1380kc, MBS, McGillvra, Bannan

D	2.00	3.00	6.00	12.00	18.00	30.00
N	4.00	5.00	12.00	18.00	36.00	60.00

ST. ALBANS, Franklin, 8,650 homes, 96% radio, 8,304 radio homes.
WWSR, 1kw, 1420kc, Walker, Bannan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

ST. JOHNSBURY, Caledonia, 7,427 homes, 95.4% radio, 7,085 radio homes.
WTWN, 250w, 1340kc, McGillvra

D	3.00	4.00	8.00	15.00	22.50	35.00
N	5.00	5.50	10.00	20.00	30.00	50.00

WATERBURY, Washington, 11,895 homes, 95.8% radio, 11,395 radio homes.
WDEV, 1kw, 550kc, MBS, Walker, Bannan

D	8.00	8.00	12.00	24.00	36.00	60.00
N	8.00	8.00	12.00	24.00	36.00	60.00

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MARKET INDICATORS FOR VERMONT

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	377,747	'50	359,231	'40
% of U. S.	.3%	'50	0.27%	'40
Homes	113,872	'50	90,569	'40
Percent Radio	95.7%	'50	88.6%	'40
Radio Homes	108,976	'50	80,253	'40
Retail Sales	$ 342,333,000	'50	334,959,000	'48
Retail Trade Employes	15,918	'48	12,174	'39
Wholesale Sales Volume	$ 167,809,000	'48	57,100,000	'39
Wholesale Trade Employes	3,128	'48	2,364	'39
Manufacturing Employment (Mid-March)			39,584	'47
Manufacturing Taxable Payrolls (1st Quarter)			$21,937,000	'47
Income	$ 400,000,000	'49	187,000,000	'40
Percent distribution	.20%	'49	0.25%	'40
Per Capita Income	$ 1,075	'49	521	'40
Percent of national per capita income	81%	'49	91%	'40
New Construction (Private)	$ 15,600,000	'47	6,660,000	'39
Residential	$ 4,900,000	'47	2,300,000	'39
Non-Residential	$ 6,400,000	'48	1,800,000	'39
Automobile Registration	120,598	'50	111,603	'48
Telephones	96,100	'50	70,100	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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VERMONT RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Addison	19,442	17,944	6,014	5,629	93.6	3,705	13,876	11,545*	1,871	829
Bennington	24,115	22,286	7,683	7,429	96.7	5,459	22,122	3,560*	5,481	2,970
Caledonia	24,049	24,320	7,427	7,085	95.4	5,634	23,638	9,122*	4,629	2,457
Chittenden	62,570	52,098	16,736	16,334	97.6	11,521	63,036	9,941*	12,058	6,539
Essex	6,257	6,490	2,107	1,974	93.7	1,376	2,974	1,542*	1,701	958
Franklin	29,894	29,601	8,650	8,304	96.0	6,472	25,027	13,032*	3,803	1,891
Grand Isle	3,406	3,802	1,354	1,290	95.3	767	1,904	1,991*	155	66
Lamoille	11,388	11,028	3,301	3,123	94.6	2,381	7,667	4,943*	1,553	702
Orange	17,027	17,048	5,328	4,939	92.7	3,544	11,907	7,335*	1,708	864
Orleans	21,190	21,718	6,851	6,536	95.4	4,626	18,119	10,483*	2,777	1,262
Rutland	45,905	45,638	14,160	13,551	95.7	10,285	47,809	9,361*	9,888	5,382
Washington	42,870	41,546	11,895	11,395	95.8	9,293	39,263	9,921*	9,559	5,468
Windham	28,749	27,850	9,750	9,321	95.6	6,455	28,523	6,058*	6,894	3,727
Windsor	40,885	37,862	12,616	12,099	95.9	8,735	36,528	8,138*	10,533	6,629

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

* * *

CUSTOM-DRAWN

MAPS

TO FIT YOUR COVERAGE

Coordinated

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1950 Retail Sales, Services, Wholesale
(two years later than Census)

1950 Farm Market Data
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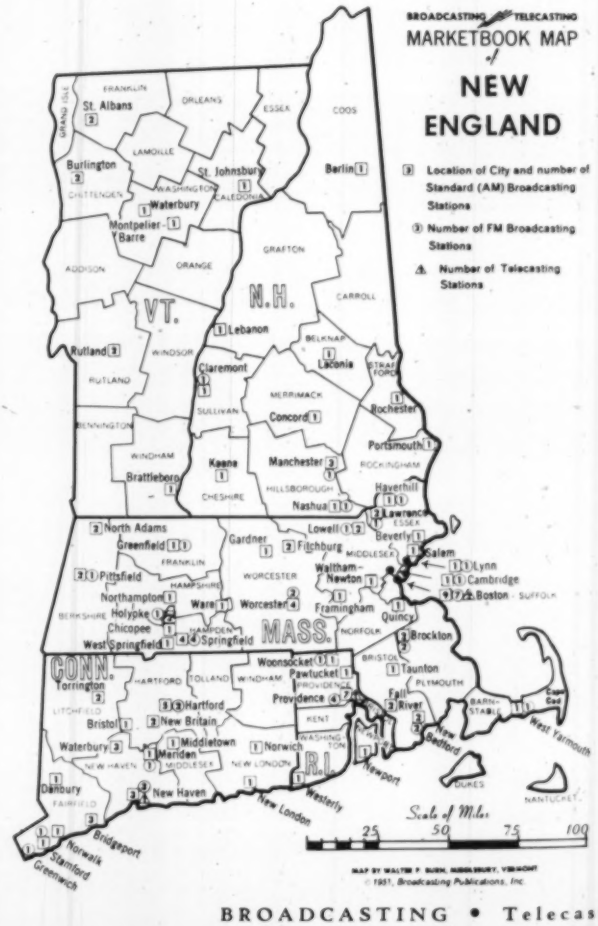

MAP BY WALTER P. BURN, MIDDLEBURY, VERMONT
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VIRGINIA

SPOT RATE FINDER

ALEXANDRIA (Independent city), 17,531 homes, 95.9% radio, 16,812 radio homes.

WPIK, 1kw-D, 730kc

	SB	1M	5M	15M	30M	1 Hr
D	8.00	10.00	18.00	36.00	54.00	90.00

ARLINGTON, Arlington, 38,276 homes, 97.3% radio, 37,246 radio homes.

2 AM non-affiliates, average 1-time rate

D	8.50	12.00	20.00	42.50	65.00	100.00

WARL, 1kw-D, 780kc, Forjoe, Metropolitan Network

D	8.00	12.00	20.00	45.00	70.00	100.00

WARL-FM, Chan. 286, 105.1mc, 3kw, Forjoe, Bonus

WEAM, 5kw, 1390kc, Cooke

D	9.00	12.00	20.00	40.00	60.00	100.00
N	19.00	30.00	48.00	96.00	144.00	240.00

BEDFORD, Bedford, 7,342 homes, 84.0% radio, 6,167 radio homes.

WBLT, 250w, 1490kc, MBS

D	2.75	3.50	11.50	16.00	20.00	30.00
N	2.75	3.50	11.50	16.00	20.00	30.00

BLACKSTONE, Nottaway, 3,999 homes, 85.0% radio, 3,399 radio homes.

WKLV, 250w, 1490kc, MBS

D	8.00	5.00	7.50	15.00	25.00	40.00
N	8.00	5.00	7.50	15.00	25.00	40.00

BRISTOL (Independent city), 3,975 homes, 91.8% radio, 3,649 radio homes.

WCYB, 1kw, 690kc, O'Connor, BMB

D	5.29	6.79	10.15	20.35	28.80	50.90

WFHG, 1kw-D, 860kc, MBS, Walker

D	3.90	6.00	10.10	16.80	25.20	42.00
N	5.45	7.35	12.45	20.70	33.60	56.00

CHARLOTTESVILLE (Independent city), 6,915 homes, 89.6% radio, 6,196 radio homes.

WCHV, 250w, 1240kc, ABC, McGillvra, Conlan, BMB

D	4.00	5.00	8.00	16.00	24.00	40.00
N	5.00	7.00	10.00	20.00	30.00	50.00

WINA, 1kw-D, 1280kc

D	3.60	4.80	6.00	16.00	24.00	40.00

CLIFTON FORGE (Independent city), 1,606 homes, percent radio homes not available.

WCFV, 250w, 1230kc, MBS

D	2.45	3.50	8.75	14.00	21.00	35.00
N	2.45	3.50	8.75	14.00	21.00	35.00

COVINGTON, Alleghany, 5,742, 92.2% radio, 5,294 radio homes.

WKEY, 250w, 1340kc, ABC

D	4.00	5.00	7.00	15.00	20.00	30.00
N	5.50	6.00	8.00	18.00	24.00	45.00

CREWE, Nottaway, 3,999 homes, 85.0% radio, 3,399 radio homes.

WSVS, 1kw-D, 650kc, Conlan

D	4.50	6.00	12.75	24.00	37.50	69.00

WSVS-FM, Chan. 284, 104.7mc, 14kw, Bonus, daytime only

N	4.50	6.00	12.75	24.00	37.50	69.00

CULPEPER, Culpeper, 3,446 homes, 86.7% radio, 2,988 radio homes.

WCVA, 250w, 1490kc, MBS

D	3.00	3.50	7.00	15.00	22.50	35.00
N	3.00	3.50	7.00	15.00	22.50	35.00

DANVILLE (Independent city), 9,436 homes, 86.0% radio, 8,115 radio homes.

2 AM affiliates, average 1-time rate

D	5.75	6.75	11.00	22.00	33.00	55.00
N	8.75	10.75	16.25	32.00	50.00	87.50

WBTM, 5kw-D, 1kw-N, 1330kc, ABC, Hollingbery

D	6.00	7.00	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

WBTM-FM, Chan. 250, 97.9mc, 32kw, Bonus

WDVA, 5kw-D, 1kw-N, 1250kc, MBS, Burn-Smith, BMB

D	5.50	6.50	10.00	20.00	30.00	50.00
N	7.50	9.00	12.50	24.00	40.00	75.00

FALLS CHURCH, Fairfax, 24,876 homes, 94.7% radio, 23,558 radio homes.

WFAX, 250w-D, 1220kc

D	3.60	4.80	10.80	16.80	28.80	48.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

FARMVILLE, Prince Edward, 3,757 homes, 82.0% radio, 3,081 radio homes.

WFLO, 1kw-D, 870kc, Clark

	SB	1M	5M	15M	30M	1 Hr
D		6.00	14.00	24.00	30.00	50.00

FREDERICKSBURG (Independent city), 3,117 homes, 96.5% radio, 3,008 radio homes.

WFVA, 250w, 1230kc, ABC, Conlan

D	4.00	5.00	10.00	17.50	22.50	40.00
N	4.00	5.00	10.00	17.50	22.50	40.00

FRONT ROYAL, Warren, 3,919 homes, 89.7% radio, 3,515 radio homes.

WFTR, 250w, 1450kc, MBS

D	3.00	4.00	10.00	20.00	32.00	54.00
N	3.00	4.00	10.00	20.00	32.00	54.00

GALEX, Grayson, 5,410 homes, 86.2% radio, 4,663 radio homes.

WBOB, 250w, 1400kc, MBS

D	4.00	5.00	7.50	15.00	22.00	36.00
N	4.00	5.00	7.50	15.00	22.00	36.00

HAMPTON (Independent city), 1,845 homes, 90.9% radio, 1,677 radio homes.

WVEC, 250w, 1490kc

D	5.50	7.50	10.00	18.00	30.00	50.00
N	5.50	7.50	10.00	18.00	30.00	50.00

HARRISONBURG (Independent city), 2,794 homes, 93.5% radio, 2,612 radio homes.

WSVA, 1kw, 550kc, NBC, BMB

D	7.50	7.50	10.00	20.00	30.00	50.00
N	15.00	15.00	20.00	40.00	60.00	100.00

WSVA-FM, Chan. 264, 100.7mc, 6kw, Bonus

HOPEWELL (Independent city), 2,709 homes, percent radio homes not available.

WHAP, 250w, 1340kc

D	4.00	5.00	10.00	25.00	40.00	60.00
N	4.00	5.00	10.00	25.00	40.00	60.00

LEXINGTON, Rockbridge, 5,705 homes, 98.3% radio, 5,608 radio homes.

WREL, 250w, 1450kc, MBS

D	2.25	3.25	7.25	14.40	24.00	40.00
N	2.40	4.00	8.50	16.20	27.00	45.00

LYNCHBURG (Independent city), 12,750 homes, 89.7% radio, 11,437 radio homes.

2 AM affiliates, average 1-time rate

D	7.50	7.50	11.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WLVA, 1 kw, 590kc, ABC, Hollingbery, BMB

D	7.50	7.50	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WLVA-FM, Chan. 248, 97.5mc, 3.7kw, Hollingbery, Bonus

WWOD, 1kw, 1390kc, MBS, Walker

D	7.50	7.50	10.00	24.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

WWOD-FM, Chan. 261, 100.1mc, 250w, Walker, Bonus

MARION, Smyth, 6,731 homes, 86.9% radio, 5,849 radio homes.

WMEV, 1kw-D, 1010kc

D	5.00	6.00	12.00	24.00	40.00	60.00

MARTINSVILLE (Independent city), 4,195 homes, 86.4% radio, 3,624 radio homes.

WMVA, 250w, 1450kc, NBC, KBS

D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00

WMVA-FM, Chan. 242, 96.3mc, 2.7kw, Bonus

NEWPORT NEWS† (Independent city), 11,615 homes, 89.1% radio, 10,349 radio homes.

WGH, 5kw, 1310kc, ABC, Free & Peters

D	8.00	12.00	16.00	32.00	48.00	80.00
N	16.00	24.00	32.00	64.00	96.00	160.00

WGH-FM, Chan. 243, 96.5mc, 38kw, Free & Peters, Bonus

WHYU, 1kw-D, 1270kc

D		4.00	6.00	14.50	27.00	48.00

† Norfolk, Portsmouth and Newport News are all considered part of the greater Norfolk area. For statistics see individual listings.

NORFOLK† (Independent city), 52,605 homes, 91.3% radio, 48,028 radio homes.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.02	8.75	11.55	23.75	36.60	61.00
N	8.60	12.90	19.85	39.70	61.50	102.50

WCAV, 1kw, 850kc, Bolling

D	7.50	10.00	14.00	28.00	42.00	70.00
N	12.00	18.00	28.00	56.00	84.00	140.00

WLOW, 250w, 1400kc (See Portsmouth, Va.)

WNOR, 250w, 1230kc, Conlan, Hooper

D	4.55	6.50	9.10	19.50	31.20	52.00
N	5.20	7.80	11.70	23.40	39.00	65.00

WRVC (FM), Chan. 273, 102.5mc, 7kw, Radio Sales (FM Affiliate of WRVA Richmond, Va.)

WSAP, 5kw, 1350kc, MBS, Ra-Tel (See Portsmouth, Va.)

WTAR, 5kw, 790kc, NBC, Petry, BMB

D	11.25	15.00	20.00	40.00	60.00	100.00
N	22.50	30.00	40.00	80.00	120.00	200.00

WTAR-FM, Chan. 247, 97.3mc, 50kw, Petry, Bonus

WTAR-TV, Chan. 4, 12.25kw-aur., 24.5kw-vis., NBC, Petry

D	45.00	57.50	97.50	140.00	287.50	
N	90.00	115.00	185.00	280.00	475.00	

NORTON, Wise, 12,771 homes, 87.4% radio, 11,162 radio homes.

WNVA, 250w, 1450kc, MBS, KBS

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	20.00	35.00	60.00
N		5.00	10.00	20.00	35.00	60.00

ORANGE, Orange, 3,443 homes, 87.0% radio, 2,995 radio homes.

WJMA, 250w, 1340kc, MBS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

PETERSBURG (Independent city), 9,594 homes, 95.0% radio, 9,114 radio homes.

WSSV, 250w, 1240kc, MBS

D	4.20	7.00	12.00	20.00	45.00	75.00
N	4.20	7.00	12.00	20.00	45.00	75.00

PORTSMOUTH† (Independent city), 19,499 homes, 89.7% radio, 17,491 radio homes.

WLOW, 250w, 1400kc, Forjoe

D	4.00	7.50	10.00	12.00	18.00	30.00
N	6.00	10.00	15.00	20.00	30.00	50.00

WSAP, 5kw, 1350kc, MBS, Ra-Tel

D	6.00	10.00	15.00	30.00	45.00	75.00
N	10.00	15.00	30.00	60.00	90.00	150.00

(Continued on page 182)

WTAR Sells ALL

The Norfolk Metropolitan Sales Area for You!

WTAR is the profitable way to sell the big, eager and able-to-buy Norfolk Metropolitan Sales Area—Norfolk, Portsmouth, Newport News, Virginia.

According to BMB, 95% of the families in this four-county sales area listen to WTAR regularly. Hooper says that most Norfolks listen most of the time to WTAR. Add the fact that WTAR delivers more listeners-per-dollar than any other local station or combination of stations. Easy to see why WTAR reduces sales costs, increases sales and profits.

MARKET DATA—Norfolk Metropolitan Sales Area

	POPULATION SM ESTIMATES 1/1/51		RETAIL SALES–1950 SM ESTIMATES		EFFECTIVE BUYING INCOME SM 1950 ESTIMATES		
	Total (in Thousands)	Families (in Thousands)	Dollars (in Thousands)	% of U.S.A.	Net Dollars (in Thousands	Per Capita	Per Family
Norfolk-Portsmouth Metropolitan Area	419.4	107.2	$375,623	.2677	$509,403	$1,215	$4,752
Newport News Metropolitan Area	144.5	38.9	113,954	.0812	182,051	1,260	4,680
TOTAL Norfolk Metropolitan Sales Area	563.9	146.1	489,577	.3489	691,454	1,226	4,733

WTAR WTAR-TV CHANNEL 3

NBC Affiliate
5,000 Watts Day and Night

Inter-connected NBC, CBS, ABC, & DuMont Television Networks

Nationally Represented by **EDWARD PETRY & CO., INC.**

WDBJ FOR ROANOKE AND SOUTHWEST VIRGINIA

The million people in WDBJ's coverage area will earn nearly a billion dollars this year. Here's WDBJ's family coverage, according to the 1949 BMB:

Day — 110,590 families in 36 counties
Night — 85,830 families in 31 counties
and 3 to 7 days weekly

Day — 90,320 families *Night — 66,230 families*

For further information:
Write WDBJ or Ask FREE & PETERS!

WDBJ Established 1924
CBS Since 1929
AM — 5000 WATTS — 960 Kc.
FM — 41,000 WATTS — 94.9 Mc.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

VIRGINIA

SPOT RATE FINDER

(Continued from page 181)

PULASKI, Pulaski, 6,889 homes, 89.1% radio, 6,138 radio homes.

WPUV, 250w, 1230kc, MBS, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.50	5.00	10.00	20.00	30.00	50.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

RADFORD (Independent city), 2,371 homes; Montgomery county, 6,964 homes, 90.6% radio, 6,309 radio homes.

WRAD, 250w, 1340kc

	SB	1M	5M	15M	30M	1 Hr
D	6.50	8.00	16.00	32.00	50.00	80.00
N	6.50	8.00	16.00	32.00	50.00	80.00

RICHLANDS, Tazewell, 10,446 homes, 91.1% radio, 9,516 radio homes.

WRIC, 1kw-D, 1050kc

D	6.00	8.00	12.00	24.00	36.00	60.00

RICHMOND (Independent city), 62,255 homes, 93.2% radio, 58,022 radio homes.

4 AM affiliates, average 1-time rate

D	13.75	17.50	24.50	49.00	72.25	116.50
N	26.25	32.75	45.00	90.00	132.50	212.50

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.75	11.50	20.00	29.00	59.75	103.75

WANT, 1kw-D, 990kc, United Broadcasting Co.

D	10.50	15.00	20.00	35.00	85.00	150.00
N	10.50	15.00	20.00	35.00	85.00	150.00

WLEE, 5kw, 1480kc, MBS, Forjoe

D	6.50	10.00	14.00	28.00	42.00	70.00
N	10.00	16.00	28.00	56.00	84.00	140.00

WLEE-FM, Chan. 275, 102.9mc, 21½kw, Bonus

WMBG, 5kw, 1380kc, NBC, Blair, Conlan

D	18.00	18.00	25.00	50.00	70.00	100.00
N	36.00	36.00	50.00	100.00	140.00	200.00

WCOD (FM), Chan. 251, 98.1mc, 47kw, Blair, Bonus

WTVR (TV), Chan. 6, 6.4kw-aur., 12.6kw-vis., NBC, Blair-TV

D	50.00	66.67	131.25	168.75	225.00	375.00
N	75.00	100.00	175.00	225.00	300.00	500.00

WRNL, 5kw, 910kc, ABC, Petry, Pulse, BMB

D	8.00	14.00	19.00	38.00	57.00	96.00
N	14.00	24.00	32.00	64.00	96.00	160.00

WRNL-FM, Chan. 271, 102.1mc, 50kw, Bonus

WRVA, 50kw, 1140kc, CBS, Radio Sales, Pulse

D	22.50	28.00	40.00	80.00	120.00	200.00
N	45.00	55.00	70.00	140.00	210.00	350.00

WRVB (FM), Chan. 233, 94.5mc, 25.5kw, Radio Sales, Bonus

WXGI, 1kw-D, 950kc, IMS

D	5.00	8.00		23.00	34.50	57.50

ROANOKE (Independent city), 25,131 homes, 93.8% radio, 23,573 radio homes.

3 AM affiliates, average 1-time rate

D	6.83	8.25	13.50	27.00	40.67	68.00
N	9.50	11.67	22.25	44.50	66.67	111.00

WDBJ, 5kw, 960kc, CBS, Free & Peters, Hooper

D	8.50	11.00	16.00	32.00	48.00	80.00
N	12.00	15.00	26.75	53.50	80.00	133.00

WDBJ-FM, Chan. 235, 94.9mc, 41kw, Free & Peters, Bonus

WROV, 250w, 1240kc, ABC, MBS, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D	4.25	5.25	10.50	21.00	32.00	54.00
N	6.50	8.00	16.00	32.00	48.00	80.00

WROV-FM, Chan. 279, 103.7mc, 285kw, Bonus

WSLS, 1kw, 610kc, NBC, Weed

D	7.75	8.50	14.00	28.00	42.00	70.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WSLS-FM, Chan. 256, 99.1mc, 4.7kw, Bonus

SOUTH BOSTON, Halifax, 9,730 homes, 80.2% radio, 7,803 radio homes.

WHLF, 250w, 1400kc, ABC

D		3.50	7.25	14.50	20.50	35.00
N		3.50	7.25	14.50	20.50	35.00

STAUNTON (Independent city), 4,746 homes, 93.4% radio, 4,433 radio homes.

WTON, 250w, 1400kc, ABC

D	2.52	3.15	6.30	12.60	18.90	31.50
N	3.60	4.50	9.00	18.00	27.00	45.00

SUFFOLK (Independent city), 3,420 homes, 88.0% radio, 3,010 radio homes.

WLPM, 250w, 1450kc, ABC, Sears & Ayer

D	4.00	6.00	8.00	12.50	25.00	50.00
N	4.00	6.00	8.00	12.50	25.00	50.00

WLPM-FM, Chan. 299, 107mc, 3kw
(No rates available)

WARSAW, Richmond, 1,751 homes, 83.7% radio, 1,466 radio homes.

WNNT, 250w-D, 690kc

D	3.50	5.25	10.00	20.00	30.00	50.00

WAYNESBORO, Augusta, 8,223 homes, 91.0% radio, 7,483 radio homes.

WAYB, 250w, 1490kc, MBS, Cooke

D	2.25	3.25	7.25	14.40	24.00	40.00
N	2.40	4.00	8.50	16.20	27.00	45.00

WINCHESTER (Independent city), 4,054 homes, 94.7% radio, 3,839 radio homes.

WINC, 250w, 1400kc, ABC, Conlan

D	3.50	3.50	10.00	17.00	22.50	30.00
N	3.50	3.50	10.00	17.00	22.50	30.00

WRFL (FM), Chan. 223, 92.5mc,, 14kw

D	3.50	3.50	4.00	5.00	10.00	20.00
N	3.50	3.50	4.00	5.00	10.00	20.00

WYTHEVILLE, Wythe, 5,425 homes, 89.5% radio, 4,855 radio homes.

WYVE, 1kw-D, 1280kc, Devney

D	3.00	4.50	8.00	16.00	24.00	40.00

WANT RESULTS

Use **WANT** *A UBC Station*

RICHMOND'S LEADING INDEPENDENT, 1,000 Watts 990 KC

Average Daily Mail Count: 800 letters

65 new leads for TV sales for one advertiser in 10 days.

1000 pairs of nylons sold for a leading Richmond Department store with FIVE spots on WANT

More new advertisers in 1951 than other Richmond station.

WANT WANT!

Ask: HFC, BC Remedy, Stanback, Hadacol, Royal Crown, Gunther's, Old Georgetown, SSS Richbrau, Rayla's, NHA, Slimdent.

WANT MORE CALL WANT COLLECT 38368 Richmond, Va.

VIRGINIA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Accomack	33,836	33,030	10,310	9,114	88.4	5,013	19,262	14,996*	2,544	850
Albemarle	26,550	24,652	6,585	5,749	87.3	2,723	46,580	7,028*	(1) 9,310	(1) 4,338
Alleghany	23,462	22,688	5,742	5,294	92.2	3,709	22,981	533*	(2) 5,972	(2) 3,416
Amelia	7,909	8,495	1,892	1,493	78.9	635	2,485	2,572*	431	89
Amherst	19,612	20,273	4,172	3,575	85.7	2,112	4,215	2,595*	559	173
Appomattox	8,662	9,020	2,223	1,876	84.4	931	3,596	2,113*	645	191
Arlington	134,990	57,040	38,276	37,243	97.3	15,059	166,512	79*	(3) 24,637	(3) 14,393
Augusta	33,782	42,772	8,223	7,483	91.0	6,747	44,986	10,207,173	(4) 14,235	(4) 7,721
Bath	6,251	7,191	1,695	1,532	90.4	950	2,675	604*	1,097	399
Bedford	29,305	29,687	7,342	6,167	84.0	3,462	10,513	4,523,423*	2,578	1,124
Bland	6,428	6,731	1,623	1,420	87.5	841	1,457	1,152*	273	76
Botetourt	15,734	16,447	4,015	3,577	89.1	2,308	4,348	3,244*	688	276
Brunswick	20,110	19,575	4,576	3,734	81.6	1,608	8,789	4,924,672	1,674	513
Buchanan	35,403	31,477	6,976	5,930	85.0	3,112	12,274	332,695	4,195	2,436
Buckingham	12,274	13,398	2,948	2,355	79.9	995	3,460	1,668*	698	191
Campbell	29,399	26,048	7,197	6,348	88.2	3,195	72,794	4,147*	(5) 25,292	(5) 13,105
Caroline	12,349	13,945	2,898	2,431	83.9	1,308	4,952	2,708*	1,248	439
Carroll	26,865	25,904	6,522	5,459	83.7	2,814	6,238	3,635*	3,033	1,397
Charles City	4,667	4,275	1,079	875	81.1	312	3,774	659*	(23) 539	(23) 123
Charlotte	13,934	15,861	3,342	2,657	79.5	1,161	591	3,335,083	699	171
Chesterfield	39,791	31,183	9,752	9,050	92.8	5,716	9,312	3,202*	931	325
Clarke	7,050	7,159	1,936	1,748	90.3	1,099	3,698	4,454*	609	255

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

ABC NETWORK AND **MBS NETWORK**

ROANOKE, VIRGINIA

YOU **SELL** ROANOKE When You Buy WROV

HOOPER Dec. 1950 thru Feb. 1951

TIME	RADIO SETS IN USE	STA. "B"	WROV	STA. "C"
Mon. thru Fri. 8 AM-12 Noon	23.3	50.8	25.3	23.8
Mon. thru Fri. 12 Noon-6 PM	23.3	64.9	19.1	15.7
Mon. thru Fri. 6 PM-8 PM	38.1	74.4	13.1	11.9
Sun. thru Sat. 8 PM-10	40.8	67.5	9.1	20.4

YOU **BUY MORE** In ROANOKE When You Buy WROV

260-Time Rate

CLASS	A	B	C
Sta. "B" 1/4 Hr.	42.75	25.50	17.75
WROV 1/4 Hr.	22.88	15.02	14.30
Sta. "C" 1/4 Hr.	36.00	21.00	13.50
Sta. "B" 1 Min.	12.00	8.75	6.75
WROV 1 Min.	5.72	3.76	3.58
Sta. "C" 1 Min.	9.00	6.37	4.50

WROV SCORES HIGH WITH LISTENERS AND ADVERTISERS IN **ROANOKE, VA.**

FOR AVAILABILITIES, CALL BURN SMITH COMPANY, Inc.; or
FRANK KOEHLER, General Manager, W R O V, Roanoke, Virginia

VIRGINIA RADIO MARKET DATA BY COUNTIES

(Continued from page 183)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income ('$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)	
Craig	3,455	3,769	933	837	89.7	577	1,089	659*	137		38
Culpeper	13,212	13,365	3,446	2,988	86.7	1,788	10,992	4,237*	1,555		613
Cumberland	7,253	7,505	1,845	1,467	79.5	547	1,238	1,886*	202		47
Dickenson	23,147	21,622	4,703	4,054	86.2	2,282	6,843	364*	3,675		2,386
Dinwiddie	18,823	18,166	3,365	2,827	84.0	1,173	43,817	3,904,737	(6) 11,880	(6)	5,204
Elizabeth City	54,369	32,283	14,347	13,457	93.8	4,537	31,582	1,522*	(7) 4,673	(7)	2,004
Essex	6,510	7,006	1,940	1,599	82.4	667	4,220	1,384*	912		276
Fairfax	98,255	40,929	24,876	23,558	94.7	6,938	27,398	5,818*	2,852		1,350
Fauquier	21,178	21,039	5,559	4,392	79.0	2,763	14,957	9,274*	1,867		777
Floyd	11,266	11,967	3,072	2,559	83.3	1,312	3,648	2,439*	544		134
Fluvanna	7,130	7,088	1,950	1,509	77.4	729	2,162	1,335*	516		105
Franklin	24,254	25,864	5,899	4,943	83.8	2,588	8,782	7,404*	1,814		842
Frederick	17,489	14,008	4,656	4,297	92.3	2,320	32,126	4,399,223*	(8) 6,374	(8)	3,029
Giles	18,903	14,635	4,568	4,116	90.1	2,048	11,092	1,191*	5,338		3,486
Gloucester	10,305	9,548	3,267	2,800	85.7	1,221	5,613	965*	778		288
Goochland	8,896	8,454	1,898	1,545	81.4	695	1,767	1,987*	431		136
Grayson	21,248	21,916	5,410	4,663	86.2	2,777	12,767	2,504,228*	3,007		1,321
Greene	4,742	5,218	1,078	834	77.4	324	920	572*	69		12
Greensville	16,298	14,866	3,700	3,045	82.3	1,263	9,738	4,201*	1,827		675
Halifax	41,427	41,271	9,730	7,803	80.2	3,494	17,896	16,489*	4,265		1,851
Hanover	21,941	18,500	5,339	4,522	84.7	2,045	7,840	4,602*	1,517		499
Henrico	57,166	41,960	16,325	15,297	93.7	9,021	344,610	4,147*	(9) 105,270	(9)	60,064
Henry	31,188	26,481	7,028	6,157	87.6	3,177	31,049	1,185,785	(10) 14,583	(10)	7,740
Highland	4,064	4,875	1,074	956	89.0	686	846	1,361*	208		39
Isle of Wight	14,881	13,381	3,750	3,094	82.5	1,234	7,425	5,816,450	1,203		483
James City	6,306	4,907	1,442	1,293	89.7	569	9,875	894*	(24) 2,056	(24)	807
King & Queen	6,293	6,954	1,694	1,357	80.1	588	1,401	1,369*	436		89
King George	6,694	5,431	1,901	1,576	82.9	553	1,687	889*	113		30
King William	7,568	7,855	2,053	1,743	84.9	908	5,830	1,501*	1,587		859
Lancaster	8,608	8,786	2,703	2,316	85.7	1,079	5,741	901*	1,355		442
Lee	35,994	39,296	8,062	6,853	85.0	4,056	10,687	4,617*	3,240		1,916
Loudoun	21,063	20,291	5,484	4,941	90.1	3,204	13,773	11,724*	1,261		512
Louisa	12,812	13,665	3,521	2,908	82.6	1,395	5,165	1,595,482	1,470		361
Lunenburg	14,098	13,844	3,487	2,880	82.6	1,316	6,777	3,771,251	1,272		365
Madison	8,260	8,465	2,124	1,754	82.6	846	1,985	2,163,015	254		72
Mathews	7,105	7,149	2,336	2,018	86.4	1,017	3,534	675*	533		210
Mecklenburg	33,477	31,933	7,796	6,478	83.1	2,600	18,921	12,368*	2,768		982
Middlesex	6,707	6,673	2,353	1,958	83.2	683	3,459	1,301*	466		154
Montgomery	29,908	21,206	6,964	6,309	90.6	3,257	25,478	2,638*	(12) 6,032	(12)	2,807
Nansemond	25,226	22,771	5,923	5,052	85.3	2,138	26,679	6,855*	(13) 7,327	(13)	2,786
Nelson	14,040	16,241	3,499	2,943	84.1	1,601	3,667	1,671,487*	1,439		661
New Kent	3,989	4,092	1,086	895	82.4	368	1,837	969*	(23)	(23)	

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

1400 KILOCYCLES ABC AFFILIATE 250 W. UNLIMITED

WHLF
HALIFAX BROADCASTING COMPANY
South Boston, Virginia

July 28, 1951

Mr. Sol Taishoff
Broadcasting Marketbook
Washington, D. C.

Dear Sol:

The South Boston Tobacco Market will open the middle of September, and we expect to sell more than 30 million pounds of the golden weed this season. It will average more than 55 cents per pound, because the government will guarantee 50 cents.

That's 16,500,000 bucks we will kick around for the next twelve months. That's in addition to the regular 17 million retail sales figure for the county of Halifax. I want you to tell some of your national advertising friends they are overlooking a lovely market if they don't use WHLF this fall.

Advertising rates are low on WHLF, the only station in the county. Our local programs are designed especially for our rural friends, and ABC is always right. They say "America is sold on ABC". That's why a recent survey shows it's WHLF almost 100% in Halifax County. We don't have TV coverage either.

I want to tell you about how far we get out. Our .5 millivolt contour gets out an average of 20 miles in all directions. We figure we can cover over 75,000 folks in daytime and about half that many at night. But here's the thing that makes our nighttime audience so large. The only network station they can get except our ABC is seventy miles away across the state line.

Also, Sol, I want you to tell the "PI" dealers that they are wasting their time writing here. We can't offer PI's to our local dealers, and that's where our meals come from. I have a lot more information to send out to national advertisers. Tell them to write me a letter for rates, program logs, coverage maps, and other market data. Thanks a lot.

Sincerely yours,
John
John L. Cole, Jr.
Owner and Manager

Where The Piedmont's Bright Tobacco Comes To Market

* * *

MARKET INDICATORS FOR VIRGINIA

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	3,318,680	'50	2,677,773	'40
% of U. S.	2.2%	'50	2.01%	'40
Homes	840,270	'50	610,878	'40
Percent Radio	89.5%	'50	67.1%	'40
Radio Homes	752,042	'50	409,978	'40
Retail Sales	$2,300,987,000	'50	2,221,246,000	'48
Retail Trade Employes	123,593	'48	79,147	'39
Wholesale Sales Volume	$1,987,432,000	'48	627,600,000	'39
Wholesale Trade Employes	39,013	'48	33,131	'39
Manufacturing Employment (Mid-March)			209,684	'47
Manufacturing Taxable Payrolls (1st Quarter)			$107,301,000	'47
Income	$3,221,000,000	'49	1,127,000,000	'40
Percent distribution	1.63%	'49	1.49%	'40
Per Capita Income	$ 1,039	'49	450	'40
Percent of national per capita income	78%	'49	78%	'40
New Construction (Private)	$ 483,300,000	'50	86,900,000	'39
Residential	$ 332,800,000	'50	53,900,000	'39
Non-Residential	$ 69,600,000	'50	16,000,000	'39
Automobile Registration	917,744	'50	769,010	'48
Telephones	688,000	'50	412,900	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income ($000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Norfolk	99,350	35,828	26,202	23,791	90.8	6,297	356,321	4,422,691	(14) 70,829	(14) 37,587
Northampton	17,285	17,597	5,079	4,464	87.9	2,401	10,687	7,366,520	1,959	705
Northumberland	10,004	10,463	2,975	2,564	86.2	1,292	3,974	1,928*	1,142	358
Nottoway	15,546	15,556	3,999	3,399	85.0	1,737	11,469	2,787*	1,926	704
Orange	12,733	12,649	3,443	2,995	87.0	1,647	9,610	2,254*	2,252	1,053
Page	15,111	14,863	3,929	3,461	88.1	2,083	7,291	2,935*	1,673	623
Patrick	15,681	16,613	3,650	2,949	80.8	1,337	3,846	4,085*	975	272
Pittsylvania	65,783	61,697	14,836	12,759	86.0	6,771	69,638	13,597,394	(15) 23,695	(15) 12,879
Powhatan	5,551	5,671	1,395	1,133	81.2	488	1,979	1,456*	368	78
Prince Edward	15,373	14,922	3,757	3,081	82.0	1,524	10,441	2,853*	2,329	886
Prince George	19,639	12,226	3,452	3,128	90.6	1,497	12,810	1,885*	(16) 5,106	(16) 3,148
Prince William	22,544	17,738	5,446	4,831	88.7	1,939	19,302	2,906,333	1,108	466
Princess Anne	39,892	19,984	10,943	9,892	90.4	2,974	12,899	4,499,928	1,908	765
Pulaski	27,630	22,767	6,889	6,138	89.1	3,410	14,674	2,023*	5,043	2,480
Rappahannock	6,096	7,208	1,621	1,313	81.0	614	1,298	3,195*	147	38
Richmond	6,180	6,634	1,751	1,466	83.7	710	3,425	1,451*	952	360
Roanoke	41,690	42,897	10,076	9,451	93.8	8,036	146,048	2,498,760	(17) 34,473	(17) 18,276
Rockbridge	23,298	22,384	5,705	5,608	98.3	3,449	16,156	3,398*	(18) 4,778	(18) 2,376
Rockingham	34,970	31,289	8,878	7,972	89.8	4,588	37,805	19,916,632	(19) 7,547	(19) 3,465
Russell	26,738	26,627	5,846	5,063	86.6	3,023	9,252	5,372*	1,967	1,278
Scott	26,603	26,989	6,613	5,528	83.6	2,716	6,043	2,913,743	570	220
Shenandoah	21,109	20,898	5,905	5,397	91.4	3,677	12,618	6,272,869	1,796	633
Smyth	30,093	28,861	6,731	5,849	86.9	3,342	14,746	3,853*	4,864	2,672
Southampton	26,493	26,442	6,290	5,101	81.1	2,240	13,030	8,508,312	3,428	1,603
Spotsylvania	11,900	9,905	3,116	2,867	92.0	1,301	27,349	1,665,466	(20) 6,349	(20) 3,372
Stafford	11,873	9,548	3,136	2,810	89.6	1,350	2,436	835*	251	58
Surry	6,254	6,193	1,709	1,427	83.5	674	1,813	2,807,343	163	51
Sussex	12,803	12,485	3,035	2,452	80.8	935	6,536	4,448,730	1,857	713
Tazewell	47,405	41,607	10,446	9,516	91.1	6,292	27,977	2,666,179	8,415	5,214
Warren	14,776	11,352	3,919	3,515	89.7	1,823	71,732	1,434,524	4,879	2,766
Warwick	39,177	9,248	9,834	8,860	90.1	1,722	82,372	807*	(21) 25,798	(21) 17,140
Washington	37,432	38,197	8,670	7,612	87.8	4,931	35,339	6,458,387	(22) 8,807	(22) 4,258
Westmoreland	10,140	9,512	3,592	2,974	82.8	885	5,609	2,096*	875	230
Wise	56,240	52,458	12,771	11,162	87.4	6,770	33,838	1,135*	10,031	5,501
Wythe	23,183	22,721	5,425	4,855	89.5	3,322	15,312	3,196,236	2,990	1,365
York	11,589	8,857	3,133	2,785	83.9	1,188	2,898	783	(25) 445	(25) 177

(Continued on page 186)

BE SURE THAT YOU HAVE A STAR SALESMAN IN THE $353,000,000 RICHMOND MARKET!

WRNL—of course . . .

A quick look at the statistics and you know that Richmond, Virginia is a BIG and GROWING market. Out of 168 standard United States metropolitan markets, Richmond now ranks 52nd in Population! . . . 35th in Wholesale Sales! . . . 48th in Retail Sales ($353,000,000 1950 Sales estimated by "Sales Management"—May 1951.)

How do you get a bigger share of these sales? With the extra sell on

R N L! WRNL has been on 5,000 watts at 910 kc for over 10 years and that $353,000,000 buying audience has the WRNL listening habit. They like the complete radio entertainment that WRNL has always offered, and of course they buy from the lucky sponsors.

Are YOU a LUCKY WRNL SPONSOR?

Remember—there's MORE SELL on . . . .

WRNL

5 KW—910 KC
ABC AFFILIATE
RICHMOND, VIRGINIA

EDWARD PETRY & CO. INC.
NATIONAL REPRESENTATIVES

VIRGINIA RADIO MARKET DATA BY COUNTIES

(Continued from page 185)

Virginia Independent Cities:	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Alexandria	61,604	33,523	17,531	16,812	95.9	7,931	71,931		(3)	(3)
Bristol	15,897	9,768	3,975	3,649	91.8	1,902	44,215		(22)	(22)
Buena Vista	5,219	4,335	1,270			744			(18)	(18)
Charlottesville	25,909	19,400	6,915	6,196	89.6	4,034	39,947		(1)	(1)
Clifton Forge	5,769	6,461	1,606			1,410			(2)	(2)
Danville	34,537	32,749	9,436	8,115	86.0	5,936	52,731		(15)	(15)
Fredericksburg	12,143	10,066	3,117	3,008	96.5	2,331	25,120		(20)	(20)
Hampton	5,957	5,898	1,845	1,677	90.9	1,262	14,871		(7)	(7)
Harrisonburg	10,764	8,768	2,794	2,612	93.5	1,940	23,816		(19)	(19)
Hopewell	10,184	8,679	2,709			1,873			(16)	(16)
Lynchburg	47,639	44,541	12,750	11,437	89.7	8,795	60,886		(5)	(5)
Martinsville	17,210	10,080	4,195	3,624	86.4	1,655	21,585		(10)	(10)
Newport News	41,571	37,067	11,615	10,349	89.1	7,439	71,003		(21)	(21)
Norfolk City	188,601	144,332	52,605	48,028	91.3	30,085	253,143		(14)	(14)
Petersburg	34,948	30,631	9,594	9,114	95.0	5,648	41,144		(6)	(6)
Portsmouth	71,294	50,745	19,499	17,491	89.7	10,200	71,623		(14)	(14)
Radford	8,979	6,990	2,371			1,429			(12)	(12)
Richmond City	229,906	193,042	62,255	58,022	93.2	43,084			(9)	(9)
Roanoke City	91,089	69,287	25,131	23,573	93.8	15,386			(17)	(17)
South Norfolk	10,408	8,038	2,850			1,604			(14)	(14)
Staunton	19,884	13,337	4,746	4,433	93.4	2,393			(4)	(4)
Suffolk	12,287	11,343	3,420	3,010	88.0	2,240			(13)	(13)
Williamsburg	6,726	3,942	1,177			576			(24)(25)	(24)(25)
Winchester	13,766	12,095	4,054	3,839	94.7	2,897			(8)	(8)

(1) Albemarle County combined with independent city of Charlottesville. (2) Alleghany County combined with independent city of Clifton Forge. (3) Arlington County combined with independent city of Alexandria. (4) Augusta County combined with independent city of Staunton. (5) Campbell County combined with independent city of Lynchburg. (6) Dinwiddie County combined with independent city of Petersburg. (7) Elizabeth City County combined with independent city of Hampton. (8) Frederick County combined with independent city of Winchester. (9) Henrico County combined with independent city of Richmond. (10) Henry County combined with independent city of Martinsville. (11) James City combined with independent city of Williamsburg. (12) Montgomery County combined with independent city of Radford. (13) Nansemond County combined with independent city of Suffolk. (14) Norfolk County combined with independent cities of Norfolk, South Norfolk, Portsmouth. (15) Pittsylvania County combined with independent city of Danville. (16) Prince George County combined with independent city of Hopewell. (17) Roanoke County combined with independent city of Roanoke. (18) Rockbridge County combined with independent city of Buena Vista. (19) Rockingham County combined with independent city of Harrisonburg. (20) Spotsylvania County combined with independent city of Fredericksburg. (21) Warwick County combined with independent city of Newport News. (22) Washington County combined with independent city of Bristol. (23) Includes Charles City County and New Kent County. (24) Includes James City County and part of Williamsburg City. (25) Includes York County and part of Williamsburg City.

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

Norfolk's best cost-per-thousand buy

MUSIC • NEWS • SPORTS

WGH

THE BRIGHT SPOT ON YOUR DIAL

"Middle of the Dial"

850 K.C.

1000 WATTS

NORFOLK'S MOST POWERFUL INDEPENDENT

WASHINGTON

SPOT RATE FINDER

ABERDEEN, Grays Harbor, 17,799 homes, 96.9% radio, 17,247 radio homes.
2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	4.20	4.72	10.85	14.00	20.30	31.50
N	5.85	6.55	14.50	18.40	28.50	46.00

KBKW, 250w, 1450kc, LBS

D	3.15	4.20	11.20	14.00	19.60	28.00
N	4.20	5.60	14.00	16.80	27.00	42.00

KXRO, 1kw, 1320kc, MBS, Grant, Keating, BMB

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

BELLINGHAM, Whatcom, 22,100 homes, 98.3% radio, 21,724 radio homes.
2 AM affiliates, average 1-time rate

D	8.00	8.00	12.25	18.00	27.00	43.00
N	10.00	10.00	15.50	24.50	38.00	60.00

KPUG, 1kw, 1170kc, MBS, Cooke

D	8.00	8.00	12.00	16.00	24.00	36.00
N	10.00	10.00	16.00	24.00	36.00	60.00

KVOS, 1kw, 790kc, ABC, McGillvra, Keating, Conlan

D	8.00	8.00	12.50	20.00	30.00	50.00
N	10.00	10.00	15.00	25.00	40.00	60.00

BREMERTON, Kitsap, 26,934 homes, 98.7% radio, 26,584 radio homes.
2 AM non-affiliates, average 1-time rate

D	3.47	5.32	6.62	11.22	18.95	31.55

KBRO, 250w, 1490kc

D	4.95	6.65	7.25	11.95	19.90	33.10
N	4.95	6.65	7.25	11.95	19.90	33.10

KGIB, 1kw-D, 1540kc

D	2.00	4.00	6.00	10.50	18.00	30.00

CENTRALIA, Lewis, 13,972 homes, 97.7% radio, 13,651 radio homes.
KELA, 1kw, 1470kc, Tracy Moore, Keating

D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

COLFAX, Whitman, 9,276 homes, 98.6% radio, 9,146 radio homes.
KCLX, 250w, 1450kc

D	4.00	5.00	9.00	18.00	26.00	36.00
N	4.00	5.00	9.00	18.00	26.00	36.00

ELLENSBURG, Kittitas, 7,073 homes, 97.5% radio, 6,896 radio homes.
KXLE, 250w, 1240kc

D	3.50	3.50	7.00	15.00	20.00	40.00
N	3.50	3.50	7.00	15.00	20.00	40.00

EPHRATA, Grant, 7,147 homes, 97.0% radio, 6,933 radio homes.
KULE, 250w-D, 730kc

D	4.15	5.40	7.50	12.00	18.00	30.00

EVERETT, Snohomish, 36,969 homes, 98.0% radio, 36,230 radio homes.
KRKO, 1kw, 1380kc, MBS, McGillvra, BMB

D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

GRAND COULEE, Grant, 7,147 homes, 97.0% radio, 6,933 radio homes.
KRDR, 250w, 1400kc

D	2.70	3.00	4.50	8.00	12.00
N	2.70	3.00	4.50	8.00	12.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KELSO, Cowlitz, 15,994 homes, 98.0% radio, 15,674 radio homes.
KELS, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	13.50	20.50	34.00
N	5.00	5.00	10.00	13.50	20.50	34.00

KENNEWICK, Benton, 14,304 homes, 97.7% radio, 13,975 radio homes.
KWIE, 1000w, 610kc

D	3.00	4.05	8.15	13.75	21.25	37.50
N	4.80	6.50	12.50	20.00	33.00	57.50

KIRKLAND, King, 235,939 homes, 97.7% radio, 230,512 radio homes.
KRKL, 250w-D, 1050kc

D	3.15	3.75	13.80	20.70	27.60	48.30

LONGVIEW, Cowlitz, 15,994 homes, 98.0% radio, 15,674 radio homes.
KWLK, 250w, 1400kc, MBS, Grant, Conlan, BMB

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	14.25	19.00	30.00	50.00

KWLK-FM, Chan. 280, 103.9mc, 0.41kw (Does not sell time)

MOSES LAKE, Grant, 7,147 homes, 97.0% radio, 6,933 radio homes.
KSEM, 250w, 1450kc, Cooke

D	4.05	4.50	6.75	12.00	18.00	30.00
N	4.05	4.50	6.75	12.00	18.00	30.00

MOUNT VERNON, Skagit, 13,896 homes, 98.1% radio, 13,632 radio homes.
KBRC, 500w, 1430kc, Keating, Conlan

D	4.75	4.75	7.00	12.00	18.00	30.00
N	5.50	5.50	8.50	14.00	21.00	35.00

(Continued on page 188)

MARKET INDICATORS FOR WASHINGTON

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	2,378,963	'50	1,736,191	'40
% of U. S.	1.6%	'50	1.31%	'40
Homes	756,178	'50	521,777	'40
Percent Radio	97.8%	'50	90.6%	'40
Radio Homes	739,542	'50	472,553	'40
Retail Sales	$2,276,114,000	'50	2,206,766,000	'48
Retail Trade Employes	104,760	'48	69,771	'39
Wholesale Sales Volume	$2,576,417,000	'48	767,700,000	'39
Wholesale Trade Employes	44,710	'48	29,062	'39
Manufacturing Employment (Mid-March)	..		155,835	'47
Manufacturing Taxable Payrolls (1st Quarter)	..		$108,239,000	'47
Income	$3,529,000,000	'49	1,100,000,000	'40
Percent distribution	1.79%	'49	1.45%	'40
Per Capita Income	$ 1,469	'49	632	'40
Percent of national per capita income	110%	'49	110%	'40
New Construction (Private)	$ 366,500,000	'50	49,600,000	'39
Residential	$ 225,500,000	'50	24,900,000	'39
Non-Residential	$ 57,800,000	'50	11,400,000	'39
Automobile Registration	924,220	'50	791,226	'48
Telephones	759,100	'50	474,600	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

Plenty BUCKS*... in the YAKIMA Market!

Yakima, "Fruitbowl of the Nation", produces more apples, more pears, more hops, and more mint than any other county of the U. S. A. A "superior" market, Yakima county ranks fifth in total gross income derived from farm products.

* Retail sales exceed 129 million dollars annually and KIMA effectively and economically delivers this third individual market in Washington.

NATIONAL REPRESENTATIVES: WEED AND COMPANY

KIMA CBS

YAKIMA, WASHINGTON

NOTE TO TIME BUYERS: *Plenty people too! In Yakima, (rhymes with mackinaw) most of the people listen most of the day and night to KIMA-CBS.* (C. E. Hooper Station Audience Index, December 1949).

WASHINGTON RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr 1948 ($000)
Adams	6,568	6,209	2,050	2,013	98.2	1,507	9,045	15,924*	547	364
Asotin	10,831	8,365	3,426	3,357	98.0	2,174	4,398	3,625*	434	185
Benton	51,146	12,053	14,304	13,975	97.7	2,748	46,308	10,607*	19,843	18,067
Chelan	39,105	34,412	14,743	14,433	97.9	9,027	45,662	36,917*	5,676	3,422
Clallam	26,218	21,848	8,323	8,082	97.1	5,406	27,514	2,877*	5,376	3,936
Clark	84,836	49,852	26,165	25,720	98.3	13,235	60,226	9,442*	14,238	10,101
Columbia	4,818	5,549	1,618	1,571	97.1	1,427	4,256	7,920*	711	380
Cowlitz	53,132	40,155	15,994	15,674	98.0	10,329	51,470	3,803*	14,370	10,907
Douglas	10,788	8,651	3,619	3,561	98.4	2,202	5,168	18,830*	279	142
Ferry	4,086	4,701	1,359	1,295	95.3	990	1,295	1,044*	249	138
Franklin	13,444	6,307	4,238	4,073	96.1	1,548	20,750	6,075*	2,437	1,866
Garfield	3,191	3,383	1,002	986	98.4	880	3,503	7,461*	321	161
Grant	24,225	14,668	7,147	6,933	97.0	3,916	16,807	8,139*	1,867	1,115
Grays Harbor	53,250	53,166	17,799	17,247	96.9	13,918	60,732	3,565*	15,949	11,474
Island	10,987	6,098	5,330	5,218	97.9	1,652	5,364	3,744*	346	177
Jefferson	11,520	8,918	3,739	3,627	97.0	2,092	7,442	1,123*	1,375	897
King	726,464	504,980	235,939	230,512	97.7	150,794	779,376	21,332*	206,016	148,382
Kitsap	73,434	44,387	26,934	26,584	98.7	12,731	62,029	2,102*	6,988	4,184
Kittitas	22,151	20,230	7,073	6,896	97.5	4,964	23,907	11,875*	2,953	1,886
Klickitat	11,927	11,357	3,815	3,689	96.7	2,618	9,168	6,056*	1,587	953
Lewis	43,594	41,393	13,972	13,651	97.7	10,278	43,764	9,261*	6,699	4,011
Lincoln	10,939	11,361	3,625	3,560	98.2	2,929	13,861	21,964*	1,030	674
Mason	14,907	11,603	5,767	5,606	97.2	2,967	11,726	845*	3,768	2,546
Okanogan	29,029	24,546	9,877	9,541	96.6	5,368	18,966	22,857*	2,972	2,086
Pacific	16,411	15,928	6,298	6,122	97.2	4,101	14,556	1,893*	3,501	2,284
Pend Oreille	7,366	7,156	2,611	2,522	96.6	1,572	4,321	1,095*	1,075	692
Pierce	275,802	182,081	79,827	78,310	98.1	49,690	221,850	15,258*	45,474	32,273
San Juan	3,192	3,157	1,464	1,422	97.1	855	2,047	839*	366	187
Skagit	43,066	37,650	13,896	13,632	98.1	9,659	43,361	15,762*	7,019	4,750
Skamania	4,796	4,633	1,748	1,697	97.1	1,134	1,852	833*	563	344
Snohomish	111,163	88,754	36,969	36,230	98.0	24,388	97,354	13,383*	17,167	12,059
Spokane	220,149	164,652	67,355	65,806	97.7	44,715	227,939	23,485*	48,015	30,921
Stevens	18,488	19,275	6,265	6,052	96.6	4,240	11,734	5,638*	1,828	1,069
Thurston	44,669	37,285	15,267	14,992	98.2	10,324	42,646	4,109*	9,097	6,020
Wahkiakum	3,816	4,286	1,165	1,144	98.2	1,012	1,702	1,553*	666	372
Walla Walla	39,957	30,547	11,954	11,679	97.7	7,319	47,162	21,957*	5,963	3,472
Whatcom	66,316	60,355	22,100	21,724	98.3	16,660	66,433	20,418*	10,822	7,106
Whitman	32,302	27,221	9,276	9,146	98.6	7,138	31,027	51,400*	2,808	1,401
Yakima	135,206	99,019	42,124	41,113	97.6	24,046	129,393	93,233*	16,859	10,254

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000

* * *

WASHINGTON
SPOT RATE FINDER

(Continued from page 187)

OLYMPIA, Thurston, 15,267 homes, 98.2% radio, 14,992 radio homes.

KGY, 250w, 1240kc, MBS, Grant, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

OMAK, Okanogan, 9,877 homes, 96.6% radio, 9,541 radio homes.

KOMW, 1kw-D, 680kc, Keating, BMB

D	6.00	9.60	24.00	42.00	66.00	

PASCO, Franklin, 4,238 homes, 96.1% radio, 4,073 radio homes.

KPKW, 250w, 1340kc, ABC, Keating, Griffith

D	5.00	6.00	10.00	17.50	28.50	47.50
N	6.75	8.00	13.00	21.00	33.00	54.00

PORT ANGELES, Clallan, 8,323 homes, 97.1% radio, 8,082 radio homes.

KONP, 250kc, Keating, Conlan

D	3.00	4.00	5.00	9.00	15.00	25.00
N	4.00	5.00	6.00	10.00	18.00	30.00

PULLMAN, Whitman, 9,276 homes, 98.6% radio, 9,146 radio homes.

KBKH, 1kw-D, 1150kc

D	2.40	3.60	8.00	16.00	20.00	35.00

RAYMOND, Pacific, 6,298 homes, 97.2% radio, 6,122 radio homes.

KAPA, 250w, 1340kc

D	4.00	5.00	9.00	15.00	25.00	
N	5.00	6.00	10.00	18.00	30.00	

RENTON, King, 235,939 homes, 97.7% radio, 230,512 radio homes.

KXRN, 250w, 1230kc

D	7.20	12.00	24.00	38.40	72.00	

RICHLAND, Benton, 14,304 homes, 97.7% radio, 13,975 radio homes.

KALE, 1kw-D, 900kc, LBS, Moore

D	5.50	12.50	19.00	27.50	47.50	

KALE-FM, Chan. 280, 103.9mc (CP)

SEATTLE, King, 235,939 homes, 97.7% radio, 230,512 radio homes.

4 AM affiliates, average 1-time rate

D	21.37	30.25	36.37	60.75	91.12	151.87
N	46.25	62.00	70.75	121.50	182.25	303.75

5 AM non-affiliates, average 1-time rate

D	10.50	13.62	20.25	31.40	47.60	81.00
N	15.17	18.50	27.00	39.00	58.50	97.50

KING, 50kw, 1090kc, Blair, Hooper, Ward

D	15.00	22.50	30.00	60.00	90.00	150.00
N	15.00	22.50	30.00	60.00	90.00	150.00

KING-FM, Chan. 251, 98.1mc, 15kw, Blair, Bonus

KING-TV, Chan. 5, 9.79kw-aur.; 18.9kw-vis.; ABC, CBS, NBC, DuMont, Blair-TV

D	20.00	50.00	65.00	100.00	150.00	250.00
N	35.00	100.00	125.00	200.00	300.00	500.00

KIRO, 50kw, 710kc, CBS, Free & Peters

D	30.00	41.00	50.00	75.00	112.50	187.50
N	65.00	78.00	92.00	150.00	225.00	375.00

KIRO-FM, Ch. 264, 100.7mc, 5.7kw, Free & Peters, Bonus

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

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KISW (FM), Chan. 260, 99.9mc, 2.1kw

	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.00	7.50	12.50	18.00	30.00
N	3.50	5.00	7.50	12.50	18.00	30.00

KJR, 5kw, 950kc, ABC, Avery-Knodel, BMB

D	18.00	25.00	35.00	56.00	84.00	140.00
N	35.00	60.00	70.00	112.00	168.00	280.00

KOL, 5kw, 1300kc, Forjoe & Co., BMB

D	10.00	10.00	16.00	24.00	36.00	60.00
N	18.00	18.00	26.00	40.00	60.00	100.00

KOMO, 50kw, 1000kc, NBC, Petry, Hooper, BMB

D	25.00	35.00	37.50	72.00	108.00	180.00
N	60.00	70.00	75.00	144.00	216.00	360.00

KOMO-FM, Chan. 225, 98.9mc, 14.4kw, Petry, Bonus all broadcasting hours.

KRSC, 1kw, 1150kc, Tracy-Moore

D	10.00	12.00	20.00	32.00	48.00	80.00
N	12.50	15.00	25.00	40.00	60.00	100.00

KTW, 1kw, 1250kc, ST-KWSC

D				16.00	24.00	40.00
N				16.00	24.00	40.00

KVI, 5kw, 570kc, MBS, Don Lee, Hollingbery, BMB

D	12.50	20.00	23.00	40.00	60.00	100.00
N	25.00	40.00	46.00	80.00	120.00	200.00

KXA, 1kw, 770kc

D	7.00	10.00	15.00	25.00	40.00	75.00

SPOKANE, Spokane, 67,355 homes, 97.7% radio, 65,806 radio homes.

5 AM affiliates, average 1-time rate

D	12.00	14.50	20.10	34.50	52.30	90.00
N	23.60	28.00	39.00	67.00	100.60	173.00

KGA, 50kw, 1510kc, ABC, Petry

D	12.50	17.50	25.00	48.00	72.00	120.00
N	25.00	35.00	50.00	96.00	144.00	240.00

KHQ, 5kw, 590kc, NBC, Katz, BMB

D	18.50	22.00	30.00	48.00	72.00	120.00
N	37.00	44.00	60.00	96.00	144.00	240.00

KNEW, 5kw, 790kc, MBS, Hollingbery, Hooper

D	12.50		18.00	34.00	50.00	85.00
N	25.00		36.00	68.00	100.00	170.00

KREM, 1kw, 970kc, Borrometer, ARBI

D	5.00	5.00	9.00	16.00	24.00	40.00
N	10.00	10.00	18.00	32.00	48.00	80.00

KSPO, 250w, 1230kc, LBS

D	4.00	6.00	10.00	15.00	25.00	40.00
N	6.00	8.00	14.00	20.00	30.00	45.00

KXLY, 5kw, 920kc, CBS, Walker

D	12.50	12.50	17.50	27.50	42.50	85.00
N	25.00	25.00	35.00	55.00	85.00	170.00

SUNNYSIDE, Yakima, 42,124 homes, 97.6% radio, 41,113 radio homes.

KREW, 250w, 1230kc, Forjoe

D	4.00		6.00	8.00	15.00	25.00
N	4.00		6.00	8.00	15.00	25.00

TACOMA, Pierce, 79,827 homes, 98.1% radio, 78,310 radio homes.

2 AM non-affiliates, average 1-time rate

D	7.35	7.35	14.70	24.00	36.00	60.00
N	11.00	11.00	22.00	37.50	55.00	95.00

KMO, 5kw, 1360kc, McGillvra, Scott, Keating, Hooper, Conlan

D	7.20	7.20	14.40	24.00	36.00	60.00
N	12.00	12.00	24.00	40.00	60.00	100.00

KTBI, 1kw-D, 810kc, IMS, LBS, Gene Grant (CP 850kc)

D	7.50	7.50	15.00	24.00	36.00	60.00
N	10.00	10.00	20.00	35.00	50.00	90.00

KTNT(FM), Chan. 247, 97.3mc, 10kw (See Transit Radio FM, listing for rates)

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VANCOUVER, Clark, 26,165 homes, 98.3% radio, 25,720 radio homes.

KVAN, 1kw, 910kc, Keating, O'Connel

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.25	7.50	15.00	30.00	45.00	75.00

WALLA WALLA, Walla Walla, 11,954 homes, 97.7% radio, 11,679 radio homes.

2 AM affiliates, average 1-time rate

D	6.25	9.00	11.10	14.20	28.80	48.00
N	8.00	12.00	16.00	28.00	42.00	70.00

KUJ, 5kw, 1420kc, MBS, W. S. Grant, Keating, BMB

D	7.50	9.00	15.00	24.00	36.00	60.00
N	10.00	12.00	20.00	32.00	48.00	80.00

KWWB, 250w, 1490kc, ABC, Moore

D	5.00		7.20	14.40	21.60	36.00
N	6.00		12.00	24.00	36.00	60.00

WENATCHEE, Chelan, 14,743 homes, 97.9% radio, 14,433 radio homes.

2 AM affiliates, average 1-time rate

D	6.37	7.45	10.00	17.00	27.50	39.37
N	7.50	9.50	13.50	23.50	34.00	52.50

* * *

KPQ, 5kw, 560kc, ABC, McGillvra, Keating, ARBI, BMB

	SB	1M	5M	15M	30M	1 Hr
D	10.00	12.00	15.00	25.00	40.00	60.00
N	12.00	15.00	20.00	35.00	50.00	80.00

KWNW, 250w, 1340kc, MBS

D	2.75	2.90	5.00	9.00	15.00	18.75
N	3.00	4.00	7.00	12.00	18.00	25.00

YAKIMA, Yakima, 42,124 homes, 97.6% radio, 41,113 radio homes.

3 AM affiliates, average 1-time rate

D	8.00	8.67	13.17	21.73	31.60	52.67
N	10.17	10.83	17.67	29.00	45.33	70.00

KIT, 5kw-D, 1kw-N, 1280kc, NBC, ABC, Keating, McGillvra, Hollingbery

D	9.00	9.00	12.00	19.20	28.80	48.00
N	12.00	12.00	20.00	32.00	48.00	80.00

KIMA, 1kw-D, 500w-N, 1460kc, CBS, Weed Hooper

D	8.00	10.00	12.50	20.00	30.00	50.00
N	9.00	11.00	15.00	25.00	40.00	60.00

KYAK, 250w, 1400kc, MBS, Grant

D	7.00	7.00	15.00	26.00	36.00	60.00
N	9.50	9.50	18.00	30.00	48.00	70.00

WEST VIRGINIA

MARKET INDICATORS FOR WEST VIRGINIA

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	2,005,552	'50	1,901,974	'40
% of U. S.	1.3%	'50	1.45%	'40
Homes	505,275	'50	434,388	'40
Percent Radio	92%	'50	75.1%	'40
Radio Homes	464,853	'50	326,347	'40
Retail Sales	$1,224,456,000	'50	1,281,291,000	'48
Retail Trade Employes	67,598	'48	44,942	'39
Wholesale Sales Volume	$2,658,504,000	'48	284,200,000	'39
Wholesale Trade Employes	17,008	'48	11,620	'39
Manufacturing Employment (Mid-March)			131,058	'47
Manufacturing Taxable Payrolls (1st Quarter)			$79,063,000	'47
Income	$1,928,000,000	'49	760,000,000	'48
Percent distribution	.98%	'49	1%	'48
Per Capita Income	$ 998	'49	398	'48
Percent of national per capita income	75%	'49	69%	'39
New Construction (Private)	$ 112,700,000	'47	40,800,000	'29
Residential	$ 38,600,000	'47	18,800,000	'29
Non-Residential	$ 34,400,000	'48	8,400,000	'29
Automobile Registration	482,275	'50	406,147	'41
Telephones	357,300	'50	211,900	'40

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

Effective Coverage

KING— the only
50,000 Watt Independent
Sports • Music • News

KING-TV— the first
and only television station
in the area.

Affiliated with the
SEATTLE POST-INTELLIGENCER
the *only* morning daily paper
in Seattle and Tacoma

KING

Seattle, Washington

KING BROADCASTING COMPANY

National Rep—John Blair Co.

Vice-President & Gen. Mgr.—Otto Brandt

WEST VIRGINIA

SPOT RATE FINDER

BECKLEY, Raleigh, 22,352 homes, 93.4% radio, 20,877 radio homes.
3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.50	6.50	11.50	23.00	34.50	57.50
N	8.50	8.50	15.00	30.00	45.00	75.00

WCFC, 250w-D, 730kc, LBS, KBS, National Time Sales (Bonus with FM station)

WCFC-FM, Chan. 267, 101.3mc, 35kw

D		6.00	12.00	21.00	36.00	60.00
N		6.00	12.00	21.00	36.00	60.00

WJLS, 1kw-D, 500w-N, 560kc, CBS, Weed, BMB, Conlan

D	9.00	9.00	15.00	30.00	45.00	75.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WWNR, 1kw-D, 500w-N, 620kc, MBS, Walker

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

BLUEFIELD, Mercer, 18,256 homes, 92.7% radio, 16,923 radio homes.
2 AM affiliates, average 1-time rate

D	5.25	5.75	11.50	23.00	34.50	57.50
N	7.25	8.00	16.00	32.00	48.00	80.00

WHIS, 5kw, 1440kc, NBC, Katz

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WKOY, 250w, 1240kc, MBS

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.50	6.00	12.00	24.00	36.00	60.00

CHARLESTOWN, Kanawha, 61,510 homes, 93.6% radio, 57,573 radio homes.
4 AM affiliates, average 1-time rate

D	10.13	10.32	15.80	33.35	49.40	77.00
N	12.96	13.21	23.70	46.90	70.98	117.88

WCAW, 250w, 1400kc, McGillvra

N	3.75	5.50	10.00	20.00	30.00	50.00
D	3.75	5.50	10.00	20.00	30.00	50.00

WCHS, 5kw, 580kc, CBS, Branham, Hooper, BMB

D	14.52	14.52	24.20	48.40	72.60	108.90
N	19.36	19.36	36.30	72.60	108.90	181.50

WGKV, 250w, 1490kc, NBC, Meeker, Hooper

D	8.00	8.00	12.00	30.00	40.00	60.00
N	11.50	11.50	21.50	40.00	60.00	100.00

WGKV-FM, Chan. 253, 98.5mc, 5kw, Bonus

WKNA, 5kw-D, 1kw-N, 950kc, ABC, Weed, BMB

D	9.00	9.75	15.00	30.00	45.00	75.00
N	12.00	13.00	25.00	50.00	75.00	125.00

WKNA-FM, Chan. 248, 97.5mc, 3kw, Weed, Bonus

WTIP, 250w, 1240kc, MBS, Forjoe, Hooper

D	9.00	9.00	12.00	25.00	40.00	65.00
N	9.00	9.00	12.00	25.00	40.00	65.00

CLARKSBURG, Harrison, 23,061 homes, 93.4% radio, 21,539 radio homes.
2 AM affiliates, average 1-time rate

D	3.47	3.97	6.95	13.90	20.85	32.25
N	5.12	5.62	10.75	21.50	32.25	53.75

WBLK, 250w, 1400kc, NBC, Branham

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WHAR, 250w, 1340kc, MBS, ABC

D	1.95	1.95	3.90	7.80	11.70	19.50
N	3.25	3.25	6.50	13.00	19.50	32.50

WPDX, 1kw-D, 750kc

D	6.00	7.50	12.00	25.00	45.00	75.00

WPDX-FM, Chan. 236, 95.1mc, 2kw
(Rates upon request)

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

ELKINS, Randolph, 7,357 homes, 91.1% radio, 6,702 radio homes.
WDNE, 250w, 1240kc, MBS, Keller, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.55	5.45	8.50	17.00	25.50	42.50
N	6.40	7.70	12.00	24.00	36.00	50.00

FAIRMONT, Marion, 19,559 homes, 94.1% radio, 18,405 radio homes.
2 AM affiliates, average 1-time rate

D	6.75	7.50	14.50	27.00	42.00	67.50
N	10.50	12.00	22.50	42.50	67.50	110.00

WMMN, 5kw, 920kc, CBS, Katz, BMB

D	9.00	9.00	18.00	36.00	54.00	90.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WVVW, 250w, 1490kc, MBS, Conlan, ABC

D	4.50	6.00	11.00	18.00	30.00	45.00
N	6.00	9.00	15.00	25.00	45.00	70.00

WJPB(FM), Chan. 222, 92.3mc, 10kw, Bonus

HUNTINGTON, Cabell, 26,690 homes, 92.4% radio, 24,662 radio homes.
2 AM affiliates, average 1-time rate

D	7.00	7.50	14.49	24.75	40.88	68.12
N	10.45	11.25	23.81	44.75	65.40	111.87

WHTN, 1kw-D, 800kc, Conlan

D	5.00	7.00	12.00	18.00	30.00	50.00

WHTN-FM, Chan. 263, 100.5mc, 53kw, Bonus

WPLH, 250w, 1450kc, MBS, Conlan, BMB

D	4.00	5.00	10.00	15.00	30.00	50.00
N	6.40	8.00	16.00	32.00	48.00	80.00

WPLH-FM, Chan. 273, 102.4mc, 41kw, Walker, Bonus

WSAZ, 5kw-D, 1kw-N, 930kc, ABC, Branham, BMB, Hooper

D	10.00	10.00	18.98	34.50	51.75	86.25
N	14.50	14.50	31.63	57.50	82.80	143.75

WSAZ-TV, Chan. 5, 9.6kw-aur., 12kw-vis., ABC, CBS, NBC, DuMont, Hooper, Katz

D	45.00	45.00	56.00	90.00	135.00	225.00
N	60.00	60.00	75.00	120.00	180.00	300.00

LOGAN, Logan, 16,638 homes, 91.3% radio, 15,190 radio homes.

WLOG, 250w, 1230kc

D	6.00	6.00	9.60	12.00	21.00	36.00
N	6.00	6.00	9.60	12.00	21.00	36.00

WLOG-FM, Chan. 277, 103.3mc, 1kw, Bonus
WVOW, 5kw-D, 1kw-N, 1290kc, (CP)
(No rates available)

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MARTINSBURG, Berkeley, 8,342 homes, 93.1% radio, 7,766 radio homes.
WEPM, 250w, 1340kc, McGillvra, BMB

D	4.50	6.00	9.00	18.00	27.00	45.00
N	6.00	9.00	15.00	30.00	45.00	75.00

WEPM-FM, Chan. 232, 94.3mc, 0.66kw, McGillvra, Bonus

MONTGOMERY, Fayette, 19,558 homes, 93.1% radio, 18,208 radio homes.
WMON, 250w, 1340kc, MBS, Conlan

D	5.00	6.00	8.00	15.00	24.00	40.00
N	6.00	7.50	10.00	20.00	35.00	60.00

MOOREFIELD, Hardy, 2,493 homes, 86.1% radio, 2,146 radio homes.
WEGG, 1kw-D, 790kc, (CP)
(No rates available)

MORGANTOWN, Monongalia, 15,362 homes, 93.2% radio, 14,317 radio homes.
WAJR, 250w, 1230kc, MBS, Crossley

	SB	1M	5M	15M	30M	1 Hr
D	5.35	7.50	10.00	20.00	30.00	50.00
N	6.50	9.00	14.00	28.00	42.00	60.00

WAJR-FM, Chan. 257, 99.3mc, 1kw, Bonus

MOUNDSVILLE, Marshall, 9,979 homes, 93.0% radio, 9,280 radio homes.
WMOD, 1kw-D, 1470kc

D	4.50	6.00	10.50	15.00	30.00	45.00

OAK HILL, Fayette, 19,558 homes, 93.1% radio, 18,208 radio homes.
WOAY, 5kw-D, 860kc, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00

WOAY-FM, Chan. 231, 94.1mc, 20kw, Bonus
(60% of AM rates after AM sign-off)

PARKERSBURG, Wood, 19,114 homes, 94.6% radio, 18,082 radio homes.
2 AM affiliates, average 1-time rate

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WCOM, 250w, 1230kc, ABC, McGillvra

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WPAR, 250w, 1450kc, CBS, Branham

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WPAR-FM, Chan. 293, 106.5mc, 9kw, Branham, Bonus

PINEVILLE, Wyoming, 8,400 homes, 90.6% radio, 7,610 radio homes.
WWYO, 1kw-D, 970kc

D	6.00	8.00	12.00	24.00	36.00	60.00

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PRINCETON, Mercer, 18,256 homes, 92.7% radio, 16,923 radio homes.
WLOH, 250w, 1490kc, LBS

D	4.55	5.20	10.00	20.00	30.00	50.00
N	3.50	4.00	8.00	16.00	24.00	40.00

RONCEVERTE, Greenbrier, 9,598 homes, 90.7% radio, 8,705 radio homes.
WRON, 250w, 1400kc, MBS, McGillvra, BMB

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WEIRTON, Hancock, 9,746 homes, 97.7% radio, 8,545 radio homes.
WEIR, 1kw, 1430kc, Walker

	SB	1M	5M	15M	30M	1 Hr
D	4.90	7.00	14.00	28.00	42.00	70.00
N	7.00	10.00	20.00	40.00	60.00	100.00

WELCH, McDowell, 21,242 homes, 92.9% radio, 19,734 radio homes.
WBRW, 250w, 1340kc, MBS, BMB

D	3.00	3.75	7.50	18.00	27.00	45.00
N	4.50	6.00	12.75	28.50	42.75	67.50

WELC, 1kw-D, 1150kc, McGillvra

D	3.44	4.69	9.38	15.63	30.00	45.00

WESTON, Lewis, 5,228 homes, 91.2% radio, 4,768 radio homes.
WHAW, 250w, 1450kc, KBS, Cooke

D		3.50	10.00	20.00	30.00	40.00
N		4.50	15.00	25.00	35.00	50.00

WHEELING, Ohio, 20,508 homes, 96.3% radio, 19,749 radio homes.
2 AM affiliates, average 1-time rate

D	16.50	17.50	30.00	48.00	78.00	130.00
N	30.00	31.25	57.00	92.00	150.00	250.00

WHLL, 5kw-D, 1600kc

D	4.95	7.00	10.60	17.70	31.75	53.00

WKWK, 250w, 1400kc, ABC, Weed, BMB

D	8.00	10.00	15.00	24.00	36.00	60.00
N	10.00	12.50	24.00	40.00	60.00	100.00

WKWK-FM, Chan. 247, 97.3mc, 16kw, Bonus

WWVA, 50kw, 1170kc, CBS, Petry, BMB

D	25.00	25.00	45.00	72.00	120.00	200.00
N	50.00	50.00	90.00	144.00	240.00	400.00

WWVA-FM, Chan. 254, 98.7mc, 30kw, Petry, Bonus

WILLIAMSON, Mingo, 10,457 homes, 87.7% radio, 9,171 radio homes.
WBTH, 250w, 1400kc, MBS, BMB

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

* * *

get more facts on the WHEELING MARKET
contact
HIL F. BEST
Representatives of
Radio Station WHLL

One of the Nation's Great Markets!

139 COUNTIES COVERING A 4-STATE AREA

ALERT ADVERTISERS ARE REACHING IT WITH *ONE* STATION, *ONE* COST, *ONE* BILLING

People make a market, and here—in this steel and coal belt of the nation—are more than six million of them. They are industrious, prosperous people who spend nearly Four Billion Dollars annually in retail stores in Eastern Ohio, Western Pennsylvania, West Virginia and Virginia.

They are people who welcome the top-flight local and CBS programming of WWVA into their homes. They prove it by their capacity attendance at personal appearances of WWVA artists; they prove it with two jam-packed audiences at the World's Original WWVA Radio Jamboree every Saturday night.

Yes, people make a market—and in this great four-state area they make a potent, powerful, *profitable* market for alert advertisers. Reach it now with one station, one cost, one billing—with WWVA.

A FORT INDUSTRY STATION

WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

National Sales Headquarters: **488 MADISON AVENUE, NEW YORK CITY**

WEST VIRGINIA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Barbour	19,745	19,869	5,187	4,611	88.9	3,044	6,087	2,015*	2,112	1,189
Berkeley	30,359	29,016	8,342	7,766	93.1	6,072	19,307	7,174*	6,978	3,217
Boone	33,173	28,556	7,353	6,632	90.2	3,930	15,777	425*	7,063	4,996
Braxton	18,082	21,658	4,530	3,805	84.0	2,256	5,319	1,933*	648	218
Brooke	26,904	25,513	6,790	6,512	95.9	5,367	12,085	505*	6,609	4,334
Cabell	108,035	97,459	26,690	24,662	92.4	20,179	104,030	2,147*	30,080	17,289
Calhoun	10,259	12,455	2,535	2,172	85.7	1,429	1,912	843*	254	66
Clay	14,961	15,206	3,377	2,860	84.7	1,467	3,479	416*	1,343	948
Doddridge	9,026	10,923	2,602	2,300	88.4	1,587	2,878	1,137*	334	101
Fayette	82,443	80,628	19,558	18,208	93.1	13,556	50,362	833*	20,575	15,159
Gilmer	9,746	12,046	2,453	2,110	86.0	1,447	2,246	1,129*	361	101
Grant	8,756	8,805	2,076	2,037	98.1	1,225	5,138	4,301*	567	216
Greenbrier	39,295	38,520	9,598	8,705	90.7	5,944	22,432	5,504*	6,710	4,345
Hampshire	12,577	12,974	3,237	2,884	89.1	1,850	4,395	4,509*	564	207
Hancock	34,388	31,572	8,746	8,545	97.7	6,827	17,882	654*	20,364	14,722
Hardy	10,032	10,813	2,493	2,146	86.1	1,320	3,921	8,494*	758	258
Harrison	85,296	82,911	23,061	21,539	93.4	16,217	71,489	3,985*	26,471	16,192
Jackson	15,299	16,598	4,079	3,643	89.3	2,502	6,048	2,704*	879	426
Jefferson	17,184	16,762	4,541	4,205	92.6	3,006	9,322	6,508*	1,923	1,056
Kanawha	239,629	195,619	61,510	57,573	93.6	37,521	201,861	2,306*	65,842	46,047
Lewis	21,074	22,271	5,228	4,768	91.2	3,664	9,364	2,314*	2,694	1,288
Lincoln	22,466	22,886	4,967	4,073	82.0	1,983	5,392	1,234*	1,113	356
Logan	77,391	67,768	16,638	15,190	91.3	9,886	48,555	416*	21,085	17,945
McDowell	98,887	94,354	21,242	19,734	92.9	14,838	56,911	209*	28,253	20,038
Marion	71,521	68,683	19,559	18,405	94.1	13,990	47,678	1,643*	20,322	13,542
Marshall	36,893	40,189	9,979	9,280	93.0	7,524	14,313	2,740*	7,032	4,175
Mason	23,537	22,270	5,911	5,113	86.5	2,993	7,642	3,155*	2,115	1,010
Mercer	75,013	68,289	18,256	16,923	92.7	12,231	50,503	1,743*	15,054	9,388
Mineral	22,333	22,215	5,934	5,507	92.8	4,269	8,878	1,778*	1,826	804
Mingo	47,409	40,802	10,457	9,171	87.7	5,343	31,297	480*	8,548	5,831
Monongalia	60,797	51,253	15,362	14,317	93.2	10,328	41,287	2,072*	14,659	9,511
Monroe	13,123	13,577	3,332	2,972	89.2	1,934	3,721	2,638*	331	106
Morgan	8,276	8,743	2,343	2,188	93.4	1,554	2,706	2,065*	1,343	625
Nicholas	27,696	24,070	6,335	5,461	86.2	2,884	10,399	1,052*	2,999	1,597
Ohio	71,672	73,115	20,508	19,749	96.3	17,288	92,064	1,639*	27,529	16,994
Pendleton	9,313	10,884	2,174	1,898	87.3	1,315	2,411	4,077*	390	112
Pleasants	6,369	6,692	1,757	1,660	94.5	1,317	3,046	495*	1,025	697
Pocahontas	12,480	13,906	3,146	2,772	88.1	1,828	3,944	1,602*	1,003	445
Preston	31,399	30,416	8,007	7,198	89.9	4,685	11,984	2,695*	3,990	2,112
Putnam	21,021	19,511	5,241	4,649	88.7	2,660	4,457	1,482*	2,267	1,476
Raleigh	96,273	86,687	22,352	20,877	93.4	14,512	57,038	955*	18,992	13,990
Randolph	30,558	30,259	7,357	6,702	91.1	4,875	14,907	1,731*	4,643	2,377
Ritchie	12,535	15,389	3,736	3,347	89.6	2,477	4,285	1,546*	995	314
Roane	18,408	20,787	4,583	3,964	86.5	2,471	5,778	2,223*	1,206	386
Summers	19,183	20,409	5,040	4,440	88.1	2,886	7,898	1,454*	1,157	442
Taylor	18,422	19,919	4,939	4,539	91.9	3,569	7,958	1,223*	2,473	1,312
Tucker	10,600	13,173	2,803	2,562	91.4	2,079	4,210	639*	1,186	716
Tyler	10,535	12,559	3,171	2,854	90.0	2,247	3,788	845*	762	277
Upshur	19,242	18,360	5,059	4,467	88.3	2,815	7,964	1,812*	1,416	642
Wayne	38,696	35,566	9,458	8,228	87.0	4,509	6,807	1,435*	2,472	1,219
Webster	17,888	18,080	4,023	3,520	87.5	2,223	6,435	420*	1,991	1,364
Witzel	20,154	22,342	5,604	5,004	89.3	3,515	9,521	1,122*	3,300	1,598
Wirt	5,119	6,475	1,503	1,288	85.7	803	952	858*	136	41
Wood	66,540	62,399	19,114	18,082	94.6	13,946	48,628	2,579*	19,009	10,276
Wyoming	37,540	29,774	8,400	7,610	90.6	4,161	15,765	443*	5,650	3,824

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

WSAZ

COVERS 28 Counties in

WEST VIRGINIA—KENTUCKY—OHIO

BMB Study No. 2

- 92,950 families day
- 73,900 families night
- $454 million Retail Sales
- 5000 Day, 1000 Night
- 930 KC

TELL MORE • SELL MORE

IN THE

Huntington • Ashland • Ironton

Tri-State Market

ABC PROGRAMS

National Representative

BRANHAM CO.

WSAZ

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HUNTINGTON — CHARLESTON

$601 Million Retail Sales Market

ABC-CBS-DTN-NBC

National Representative

KATZ AGENCY

WSAZ-TV

CHANNEL 5

WISCONSIN

SPOT RATE FINDER

ANTIGO, Langlade, 6,661 homes, 97.2% radio, 6,474 radio homes.
WATK, 250w-D, 900kc

	SB	1M	5M	15M	30M	1 Hr
D		3.25	5.50	12.00	20.00	35.00

APPLETON, Outagamie, 21,001 homes, 98.2% radio, 20,623 radio homes.
WHBY, 250w, 1230kc, MBS, McKinney

D	5.75	5.75	13.00	22.00	35.00	60.00
N	8.75	8.75	16.00	32.00	48.00	80.00

ASHLAND, Ashland, 5,781 homes, 95.8% radio, 5,538 radio homes.
WATW, 250w, 1400kc, MBS, Walker, O'Connor

D	3.00	4.50	9.00	18.00	27.00	45.00
N	4.50	6.00	15.00	30.00	45.00	75.00

BEAVER DAM, Dodge, 15,481 homes, 97.9% radio, 15,156 radio homes.
WBEV, 1kw-D, 1430kc

D	6.00	5.00	10.00	20.00	30.00	50.00

BELOIT, Rock, 28,503 homes, 98.1% radio, 27,961 radio homes.
WBEL, 1kw-D, 1380kc

D	6.00	6.00	10.00	20.00	36.00	60.00

WGEZ, 100w, 1490kc, MBS, Rambeau

D	6.00	6.00	15.00	24.00	36.00	60.00
N	6.00	6.00	15.00	24.00	36.00	60.00

EAU CLAIRE, Eau Claire, 14,904 homes, 97.1% radio, 14,472 radio homes.
2 AM affiliates, average 1-time rate

D	4.02	4.02	7.67	13.82	27.12	49.00
N	7.12	7.12	12.37	26.25	50.00	90.00

WBIZ, 250w, 1400kc, MBS

D	2.80	2.80	5.35	9.65	19.25	33.00
N	4.25	4.25	8.25	17.50	30.00	60.00

WEAU, 5kw, 790kc, NBC, Ra-Tel, Bulmer & Johnson

D	5.25	5.25	10.00	18.00	35.00	65.00
N	10.00	10.00	16.50	35.00	70.00	120.00

WEAU-FM, Chan. 231, 94.1mc, 60kw, Ra-Tel, Bulmer & Johnson

D	5.25	5.25	10.00	18.00	35.00	65.00
N	10.00	10.00	16.50	35.00	70.00	120.00

WRFW, 1kw-D, 1050kc, Forjoe

D	3.50		7.50	13.55	26.95	46.25
N	4.90		10.35	18.45	37.10	63.00

(Continued on page 194)

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

A LISTENING MARKET OF
$118,000,000
IN RACINE, WISCONSIN
WRJN
• AM PLUS FM • 25 YEARS OF SERVICE IN RACINE
MEMBERS AMERICAN BROADCASTING COMPANY
WISCONSIN NETWORK
• Represented by the Walker Company

WISCONSIN

SPOT RATE FINDER

(Continued from page 193)

FOND DU LAC, Fond Du Lac, 18,826 homes, 97.9% radio, 18,431 radio homes.

KFIZ, 250w, 1450kc, MBS, Conlan

	SB	1M	5M	15M	30M	1 Hr
D		6.00	10.00	20.00	30.00	50.00
N		7.00	14.00	28.00	42.00	70.00

GREEN BAY, Brown, 25,533 homes, 97.9% radio, 24,997 radio homes.

2 AM affiliates, average 1-time rate

D	8.00	10.00	17.96	31.60	51.00	85.00
N	11.00	14.75	23.12	41.20	66.00	110.00

WBAY, 5kw, 1360kc, CBS

D	10.00	12.00	25.92	43.20	72.00	120.00
N	13.00	17.50	30.24	50.40	84.00	140.00

WDUZ, 250w, 1400kc, ABC, Pearson

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

WJPG, 1kw, 1440kc, Devney

D	5.00	4.25	12.50	27.50	40.00	50.00
N	5.00	5.00	15.00	35.00	45.00	60.00

WJPG-FM, Chan. 266, 101.1mc, 14.4kw, Devney

N	5.00	10.00	15.00	25.00	

HARTFORD, Washington, 10,199 homes, 98.0% radio, 9,995 radio homes.

WTKM, 500w-D, 1540kc

	SB	1M	5M	15M	30M	1 Hr
D	1.75	4.25	9.25	15.00	35.00	50.00

JANESVILLE, Rock, 28,503 homes, 98.1% radio, 27,961 radio homes.

WCLO, 250w, 1230kc, MBS, Rambeau

D	5.60	5.60	14.00	22.40	33.60	56.00
N	7.00	7.00	17.50	28.00	42.00	70.00

WCLO-FM, Chan. 260, 99.9mc, 15kw, Rambeau, Bonus

KENOSHA, Kenosha, 23,672 homes, 99.0% radio, 23,435 radio homes.

WLIP, 250w-D, 1050kc, McKinney

D	8.75	8.75	10.00	19.00	30.00	50.00

LA CROSSE, La Crosse, 18,277 homes, 98.0% radio, 17,911 radio homes.

3 AM affiliates, average 1-time rate

D	5.08	6.82	9.00	18.00	27.00	45.00
N	8.22	10.73	18.00	36.00	54.00	90.00

WKBH, 5 kw, 1410kc, NBC, Taylor, Conlan

D	5.60	7.50	10.00	20.00	30.00	50.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WKTY, 1kw, 580kc, ABC, Weed, Conlan

D	4.70	6.35	8.50	17.00	25.50	42.50
N	7.65	10.20	17.00	34.00	51.00	85.00

WLCX, 250w, 1490kc, MBS

D	4.95	6.60	8.50	17.00	25.50	42.50
N	8.00	10.00	17.00	34.00	51.00	85.00

LADYSMITH, Rusk, 5,010 homes, 95.2% radio, 4,770 radio homes.

WLDY, 250w, 1340kc, Clark, Lawson & Co.

D	3.60	3.60	5.20	11.20	16.80	38.00
N	4.50	4.50	6.50	14.00	21.00	35.00

MADISON, Dane, 45,099 homes, 98.7% radio, 44,513 radio homes.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.58	7.58	14.67	26.25	46.00	77.50
N	12.83	12.83	25.00	45.00	80.00	133.33

WFOW (FM), Chan. 285, 104.9mc, 930w

D	.85	1.00	2.00	4.50	8.00	15.00
N	1.25	1.75	3.00	5.50	12.00	20.00

WIBA, 5kw, 1310kc, NBC, Avery-Knodel, Hooper, Conlan, BMB

D	9.00	9.00	18.00	31.50	54.00	90.00
N	15.00	15.00	30.00	52.50	90.00	150.00

WIBA-FM, Chan. 268, 101.5mc, 45kw, Avery-Knodel, Bonus

WISC, 1kw, 1480kc, ABC & MBS, Ra-Tel

D	4.75	4.75	8.00	17.25	30.00	52.50
N	8.50	8.50	15.00	32.50	60.00	100.00

WISC-FM, Chan. 251, 98.1mc, 1 kw, Ra-Tel, Bonus

WKOW, 10kw-D, 5kw-N, 1070kc, CBS, Headley-Reed

D	9.00	9.00	18.00	30.00	54.00	90.00
N	15.00	15.00	30.00	50.00	90.00	150.00

MANITOWOC, Manitowoc, 18,295 homes, 98.4% radio, 18,002 radio homes.

WOMT, 250w, 1240kc, MBS, Ra-Tel, Conlan

D	5.50	6.50	11.00	18.50	31.00	52.00
N	6.50	7.50	15.00	26.00	43.00	72.00

WWOC, 500w-D, 980kc
(No rates available)

MARINETTE, Marinette, 11,220 homes, 96.6% radio, 10,839 radio homes.

WMAM, 250w-D, 100w-N, 570kc, NBC, Meeker

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

MARSHFIELD, Wood, 13,231 homes, 97.0% radio, 12,834 radio homes.

WDLB, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	3.60	6.00	9.00	17.00	25.00	42.00
N	4.20	7.00	14.00	28.00	42.00	70.00

WDLB-FM, Chan. 280, 103.9mc, 250w, Bonus

MEDFORD, Taylor, 5,023 homes, 94.2% radio, 4,732 radio homes.

WIGM, 250w, 1490kc, MBS, Continental

D	1.50	4.25	6.00	10.50	18.50	28.50
N	1.50	4.25	6.00	10.50	18.50	28.50

MENOMONIE, Dunn, 7,549 homes, 96.3% radio, 7,270 radio homes.

WMNE, 1360kc, 500w-D, Power-Johns

D	2.00	2.50	5.00	9.00	15.00	24.00

MERRILL, Lincoln, 6,877 homes, 95.1% radio, 6,540 radio homes.

WLIN, 1kw-D, 730kc

D	4.50	4.50	7.50	15.00	35.00	50.00
N	6.00	6.00	12.50	25.00	40.00	70.00

WLIN-FM, Chan. 264, 100.7mc, 9.7kw, Bonus

MILWAUKEE, Milwaukee, 236,655 homes, 98.1% radio, 233,578 radio homes.

3 AM affiliates, average 1-time rate

D	25.83	32.83	43.12	69.33	106.39	195.83
N	45.70	58.50	70.00	125.33	190.50	313.33

4 AM non-affiliates, average 1-time rate

D	10.43	10.12	16.25	32.50	52.50	83.33
N	12.12	12.33	21.67	41.67	70.00	100.00

WEMP, 250w, 1340kc, Headley-Reed, Hooper

D		10.80	12.00	15.00	30.00	60.00
N		13.50	15.00	25.00	45.00	90.00

WEMP-FM, Chan. 231, 94.1mc, 35kw, Headley-Reed, Bonus

WFOX, 250w-D, 860kc, Ra-Tel

D		8.00	16.00	32.00	48.00	80.00
N		10.00	20.00	40.00	60.00	100.00

WISN, 5kw, 1150kc, CBS, Katz

D	31.00	31.00	56.25	75.00	117.18	187.50
N	46.50	46.50	90.00	120.00	187.50	300.00

WISN-FM, Chan. 275, 12.9mc, 3kw, Katz, Bonus

WMAW, 5kw, 1250kc, ABC, Bolling

D	15.00	15.00	30.00	45.00	70.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

WMIL, 1kw-D, 1290kc, Forjoe, Hooper

D	12.00	12.00	20.00	40.00	60.00	100.00

WOKY, 1kw, 920kc, Weed

D	8.50	8.50	14.00	28.00	42.00	70.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WTMJ, 5kw, 620kc, NBC, Petry

D	31.50	52.50		88.00	132.00	220.00
N	60.60	99.00		176.00	264.00	440.00

WTMJ-FM, Chan. 227, 93.3mc, 50kw

WTMJ-TV, Chan. 3, 10.2kw-aur.; 16.1kw-vis., ABC, CBS, NBC, DuMont, Harrington, Righter, Parsons

NEENAH, Winnebago, 25,926 homes, 98.2% radio, 25,459 radio homes.

WNAM, 1kw, 1280kc, BMB

D	4.50	6.00	10.00	30.00	50.00	70.00
N	4.50	6.00	10.00	30.00	50.00	70.00

WNAM-FM, Chan. 253, 98.5mc, 3.2kw, (Storecasts)

OSHKOSH, Winnebago, 25,926 homes, 98.2% radio, 25,459 radio homes.

WOSH, 250w, 1490kc, ABC, Pearson, Conlan

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WOSH-FM, Chan. 225, 92.9mc, 3.5kw, Cooke, Bonus

POYNETTE, Columbia, 10,319 homes, 97.4% radio, 10,051 radio homes.

WIBU, 250w, 1240kc

D	4.50	4.50	9.00	18.00	24.00	36.00
N	5.00	5.00	11.00	19.00	30.00	48.00

WWCF (FM), Chan. 235, 94.9mc, 37kw (For FM service add 50% to AM rate)

WISCONSIN'S 3rd MARKET
NOW
DAY AND NIGHT
Exceptional Buys in New Availabilities
Because We've Added Nighttime Hours!
Unique Program Policy Hasn't Changed
It Has Merely Expanded
The Station That Tunes in The Listeners
More Reason to Listen—More Often
THE RADIO SERVICE
OF THE
Green Bay Press Gazette
WJPG
Green Bay, Wis.
THE RADIO SERVICE OF THE GREEN BAY PRESS-GAZETTE
McGillvra, N. Y. and Chicago, will tell you the rest
or wire us.

RACINE, Racine, 31,720 homes, 99.0% radio, 31,403 radio homes.
WRAC, 500w-D, 1460kc.

	SB	1M	5M	15M	30M	1 Hr
D		9.00	15.50	28.00	42.00	70.00

WRJN, 250w, 1400kc, ABC, Wis. Net., Walker, BMB

D	10.00	13.00	20.00	37.00	55.00	92.00
N	10.00	13.00	20.00	37.00	55.00	92.00

WRJN-FM, Chan. 264, 100.7mc, 15kw, Walker, Bonus

RHINELANDER, Oneida, 7,936 homes, 95.6% radio, 7,587 radio homes.
WOBT, 250w, 1240kc, MBS

D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

RICE LAKE, Barron, 10,723 homes, 96.4% radio, 10,337 radio homes.
WJMC, 250w, 1240kc, MBS, Ra-Tel, Bulmer-Johnson

D	3.75	4.15	8.30	15.20	27.60
N	4.30	7.20	14.40	26.40	48.00

WJMC-FM, Chan. 242, 96.3mc, 4.4kw, Ra-Tel, Bulmer & Johnson, Bonus

RICHLAND CENTER, Richland, 5,297 homes, 95.9% radio, 5,080 radio homes.
WRCO, 250w, 1450kc, Conlan

D	3.50	4.00	6.00	12.00	18.00	30.00
N	5.00	6.00	10.00	20.00	30.00	50.00

SHAWANO, Shawano, 10,148 homes, 95.9% radio, 9,732 radio homes.
WTCH, 1kw-D, 960kc

D	5.00	6.25	13.50	26.50	42.00	58.00

SHEBOYGAN, Sheboygan, 23,051 homes, 98.5% radio, 22,705 radio homes.
WHBL, 1kw-D, 250w-N, 1330kc, ABC, Taylor, Conlan, BMB

D	6.00	6.00	16.00	24.00	36.00	60.00
N	10.00	10.00	24.00	36.00	54.00	90.00

WHBL-FM, Chan. 262, 100.3mc, 15kw, Bonus

STEVENS POINT, Portage, 9,131 homes, 95.9% radio, 8,757 radio homes.
WSPT, 250w-D, 1010kc, Holman

D	5.70	5.70	11.45	22.85	34.30	57.45

SUPERIOR, Douglas, 14,436 homes, 97.0% radio, 14,003 radio homes.
WDSM, 5kw, 710kc, ABC, Free & Peters, Hooper

D		6.00	12.00	24.00	36.00	60.00
N		12.00	24.00	48.00	72.00	120.00

STURGEON BAY, Door, 8,316 homes, 96.7% radio, 8,042 radio homes.
WDKW, 250w-D, 1050kc

D	.76	3.50	6.50	14.00	20.00	35.00

WATERTOWN, Jefferson, 12,849 homes, 98.1% radio, 12,605 radio homes.
WTTN, 250w-D, 1580kc, Devney & Co., Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	14.00	26.00	50.00

WAUKESHA, Waukesha, 5,314 homes, 95.8% radio, 5,091 radio homes.
WAUX, 250w-D, 1510kc, Ra-Tel

D		6.00	11.00	18.00	36.00	70.00

WAUSAU, Marathon, 20,870 homes, 96.6% radio, 20,160 radio homes.
WSAU, 250w, 1400kc, NBC, Meeker

D	6.00	6.75		14.00	24.00	40.00
N	8.00	9.00		24.00	36.00	60.00

WEST BEND, Washington, 10,199 homes, 98.0% radio, 9,995 radio homes.
WBKV, 500w-D, 1470kc

D	4.15	6.00	10.60	16.50	30.70	59.00

WISCONSIN RAPIDS, Wood, 13,231 homes, 97.0% radio, 12,834 radio homes.
WFHR, 250w, 1340kc, MBS, Crossley

D	6.00	6.00	9.00	17.00	25.00	42.00
N	7.00	7.00	14.00	21.00	28.00	70.00

WFHR-FM, Chan. 277, 103.3mc, 2kw, Bonus

MARKET INDICATORS FOR WISCONSIN

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	3,434,575	'50	3,137,587	'40
% of U. S.	2.3%	'50	2.39%	'40
Homes	986,574	'50	810,433	'40
Percent Radio	97.7%	'50	91.7%	'40
Radio Homes	963,883	'50	743,078	'40
Retail Sales	$3,352,642,000	'50	3,231,155,000	'48
Retail Trade Employes	169,917	'48	111,028	'39
Wholesale Sales Volume	$2,747,009,000	'48	825,000,000	'39
Wholesale Trade Employes	40,476	'48	27,182	'39
Manufacturing Employment (Mid-March)			418,158	'47
Manufacturing Taxable Payrolls (1st Quarter)			$270,590,000	'47
Income	$4,495,000,000	'49	1,622,000,000	'40
Percent distribution	2.28%	'49	2.14%	'40
Per Capita Income	$ 1,329	'49	516	'40
Percent of national per capita income	100%	'49	90%	'40
New Construction (Private)	$ 454,400,000	'50	81,700,000	'39
Residential	$ 248,200,000	'50	40,400,000	'39
Non-Residential	$ 99,300,000	'50	14,700,000	'39
Automobile Registration	1,201,188	'50	1,042,035	'48
Telephones	991,600	'50	676,800	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

Between
CHICAGO
and the
TWIN CITIES
"most people"
listen
"most often" to
WKBH
NBC
5,000 W 1410 KC
La Crosse, Wisconsin
For Details, Write
Howard Dahl, Manager
or
The O. L. TAYLOR CO.
(NATIONAL REPRESENTATIVES)

– KENOSHA –
WISCONSIN'S 4th LARGEST CITY
Served by ONE Radio Station
WLIP
Kenosha, Wisconsin
Over 200 Leading Local Merchants
Use Our Media Year Around
They Live Here, They Know!
Represented by
EVERETT-McKINNEY, Inc.
New York • Chicago • Los Angeles • San Francisco

and Still the Best Buy in Madison
WIBA
BECAUSE WIBA *leads all the Madison audience surveys*
BECAUSE WIBA *covers the entire Madison area market*
BECAUSE WIBA *has 26 years of radio know-how*
THE BADGER BROADCASTING CO.
Radio Park, Madison, Wis.
5000 WATTS–NBC
Represented by AVERY-KNODEL, Inc.

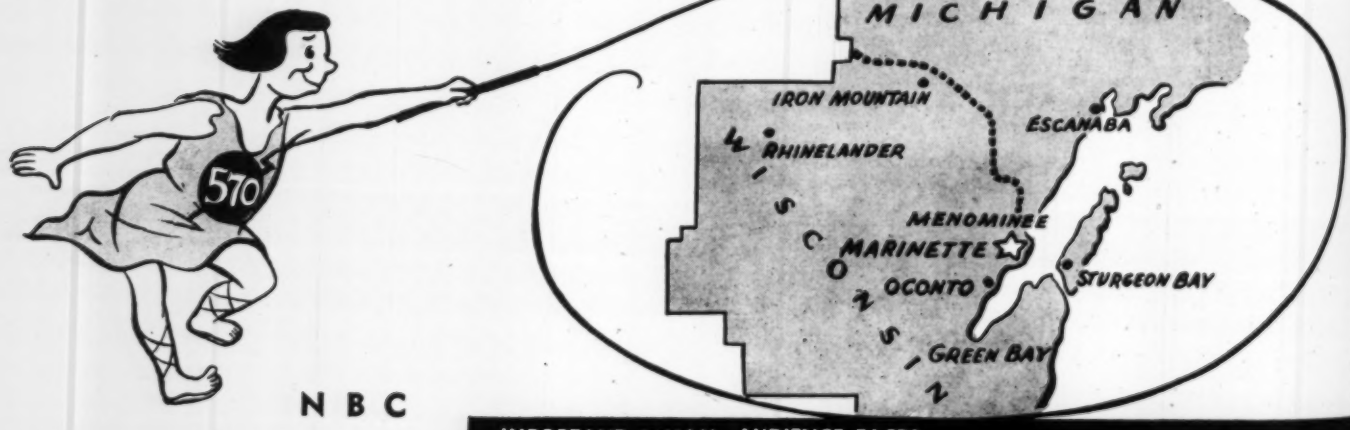
WISCONSIN RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr 1948 ($000)
Adams	7,897	8,449	2,668	2,508	94.0	1,695	4,140	3,369*	287	94
Ashland	19,387	21,809	5,781	5,538	95.8	4,635	19,728	1,807,025	3,024	1,425
Barron	34,683	34,289	10,723	10,337	96.4	7,475	36,014	15,840,942	3,417	1,482
Bayfield	13,718	15,827	5,441	5,196	95.5	3,323	6,897	3,163,842	1,040	467
Brown	97,922	83,109	25,533	24,997	97.9	18,897	100,487	13,279,650	23,109	14,474
Buffalo	14,698	16,090	4,211	4,059	96.4	3,402	8,924	8,955,142	1,017	391
Burnett	10,199	11,382	4,162	3,962	95.2	2,450	6,115	11,334*	558	204
Calumet	18,797	17,618	5,233	5,123	97.9	3,914	16,561	10,442,272	2,458	1,369
Chippewa	42,753	40,703	11,492	11,044	96.1	8,025	37,490	12,952,626	4,644	3,533
Clark	32,380	33,972	8,856	8,404	94.9	6,794	26,310	17,557,720	2,396	1,137
Columbia	33,939	32,517	10,319	10,051	97.4	7,846	36,328	18,423,651	4,597	2,041
Crawford	17,661	18,382	4,725	4,545	96.2	3,714	11,582	7,801,643	1,739	717
Dane	168,630	130,660	45,099	44,513	98.7	33,071	176,154	37,845,261	38,019	21,657
Dodge	57,504	54,280	15,481	15,156	97.9	12,624	44,074	34,187*	9,161	5,229
Door	20,690	19,095	8,316	8,042	96.7	4,228	19,234	7,475,747	2,040	1,041
Douglas	46,453	47,119	14,436	14,003	97.0	11,366	41,113	2,799,833	6,367	3,471
Dunn	27,245	27,375	7,549	7,270	96.3	5,923	21,250	17,276*	2,526	1,346
Eau Claire	53,978	46,999	14,904	14,472	97.1	11,012	54,911	6,621,861	15,655	11,066
Florence	3,737	4,177	1,510	1,445	95.7	866	2,067	645,442	135	51
Fond du Lac	67,666	62,353	18,826	18,431	97.9	14,918	70,252	22,867,504	13,464	7,773
Forest	9,408	11,805	3,306	3,147	95.2	2,096	6,018	1,063,614	1,199	642
Grant	41,544	40,639	11,433	10,999	96.2	9,178	37,726	24,136,304	3,205	1,333
Green	24,125	23,146	6,902	6,723	97.4	5,778	30,514	18,614,651	3,063	1,497
Green Lake	14,738	14,092	5,034	4,858	96.5	3,470	16,337	8,779*	2,069	963
Iowa	19,555	20,595	5,461	5,264	96.4	4,561	13,091	15,194,463	1,174	489
Iron	8,677	10,049	2,585	2,497	96.6	2,158	6,657	659,037	1,778	1,111
Jackson	16,033	16,599	4,713	4,449	94.4	3,333	12,159	6,965,574	1,074	428
Jefferson	43,124	38,868	12,849	12,605	98.1	9,844	46,177	16,570,284	8,542	4,781
Juneau	18,911	18,708	5,387	5,134	95.3	3,792	15,134	5,102,506	1,298	542
Kenosha	75,157	63,505	23,672	23,435	99.0	16,054	76,269	8,672,491	24,057	16,426
Kewaunee	17,347	16,680	4,662	4,499	96.5	3,733	12,661	7,970,800	2,704	1,411
LaCrosse	67,597	59,653	18,277	17,911	98.0	14,516	71,803	7,875,587	18,175	11,147
Lafayette	18,115	18,695	4,825	4,671	96.8	4,172	15,241	3,535*	997	397
Langlade	21,959	23,227	6,661	6,474	97.2	4,832	21,473	7,660,182	2,584	1,229
Lincoln	22,176	22,536	6,877	6,540	95.1	4,720	20,622	4,713,045	3,803	1,972
Manitowoc	66,607	61,617	18,295	18,002	98.4	14,678	62,111	15,635,643	17,258	9,926
Marathon	80,332	75,915	20,870	20,160	96.6	15,383	71,449	23,177,694	15,215	9,344
Marinette	35,716	36,225	11,220	10,839	96.6	7,743	29,721	6,251,260	6,215	3,682
Marquette	8,811	9,097	3,327	3,184	95.7	2,026	6,240	3,634,156	572	214
Milwaukee	863,937	766,885	236,655	233,578	98.7	200,528	967,260	8,667*	324,556	225,072
Monroe	31,375	30,080	8,143	7,711	94.7	5,967	21,633	11,396,207	2,346	998
Oconto	26,212	27,075	8,409	8,089	96.2	5,471	17,988	9,686,712	2,363	1,122
Oneida	20,505	18,938	7,936	7,587	95.6	4,158	22,602	1,949,608	3,530	2,151
Outagamie	81,564	70,032	21,001	20,623	98.2	16,079	81,228	17,303,343	18,980	11,973
Ozaukee	23,302	18,985	6,547	6,429	98.2	4,635	22,067	11,781*	4,611	2,862
Pepin	7,430	7,897	2,084	2,005	96.2	1,620	6,385	3,615,058	549	220
Pierce	21,409	21,471	5,947	5,733	96.4	4,843	17,803	11,022,847	1,706	727
Polk	24,880	26,197	8,424	8,146	96.7	5,770	22,193	12,539,717	2,074	841
Portage	34,845	35,800	9,131	8,757	95.9	7,012	27,089	7,776,177	5,273	3,007
Price	16,338	18,467	5,259	4,986	94.7	3,551	13,128	3,885,982	1,808	1,044
Racine	109,105	94,047	31,720	31,403	99.0	23,880	118,871	11,661,646	36,521	26,208
Richland	19,236	20,381	5,297	5,080	95.9	4,358	16,989	10,832,164	1,390	598
Rock	92,644	80,173	28,503	27,961	98.1	20,662	101,995	22,541,987	26,219	18,201
Rusk	16,764	17,737	5,010	4,770	95.2	3,509	13,148	6,011,962	1,182	586

(Continued on page 198)

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000

THE LITTLE STATION WITH THE ..... BIG WALLOP!



NBC

WMAM

MARINETTE, WISCONSIN

IMPORTANT WMAM AUDIENCE FACTS

	Total Population	Urban	Rural	Service Sales (in millions)	Radio Homes
WIS.	246,230	106,822	139,408	$81,130.00	68,778
MICH.	189,524	106,313	83,325	$51,174.05	43,812
Totals	428,868	213,135	222,733	$132,304.05	112,590

Represented Nationally by Robert Meeker Associates

In Milwaukee and Wisconsin's Richest Market

Center of Entertainment — it's

WFOX

860 KC

Center of the Dial

Charles J. Lanphier, *President and General Manager*
739 North Broadway, Milwaukee 2, Wisconsin
Telephone: Broadway 2-1272
RA—TEL *National Representatives*

Contours measured, 1951, by Edward W. Jacker, Consulting Radio Engineer

★ ★ ★

RATE WISE *WFOX offers regional advertising at local rates.*

COVERAGE WISE *WFOX blankets over one-third of all Wisconsin radio homes, PLUS bonus listeners in Illinois, Indiana and Michigan.*

RESULT WISE *WFOX can produce success story after success story for local, regional and national advertisers who consistently RENEW WFOX contracts.*

PROGRAM WISE *WFOX offers specialized Milwaukee programming by experienced personnel, trained in this unusual market.*

PROMOTION WISE *WFOX has won National Billboard Awards every year since 1946 for overall, audience and audience sales promotions.*

VALUE WISE *WFOX on 860KC invites comparison with any other advertising medium. Dollar for dollar, WFOX will produce more dividends in one of America's most profitable, but "hardest to sell" markets.*

MAIL Mail offers always pull heavy response. Tone indicates counties from which mail is received daily.

Metropolitan Milwaukee

City over 25,000 Population
City 10,000 to 25,000.
City 5,000 to 10,000
City or Village 2,500 to 5,000
COUNTY

1951 DATA

	Metropolitan Milwaukee	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Daily Mail Counties
AUDIENCE, 1951				
Population	881,000	1,115,000	1,755,000	7,955,000
In Communities	874,890	1,076,350	1,638,100	7,612,000
On Farms	6,110	38,650	116,900	343,000
Households	260,200	336,000	532,000	2,406,000
In Communities	258,670	326,470	502,800	2,319,300
On Farms	1,530	9,530	29,200	86,700
Radio Homes	257,300	331,500	526,000	2,366,000
In Communities	255,830	322,360	498,000	2,282,700
On Farms	1,470	9,140	28,000	83,300
FARM MARKET, 1950				
Number of Farms	1,480	8,810	26,400	79,800
Automotive Vehicles	4,950	28,900	82,300	225,000
Cost of Feed Purchased $000	1,020	12,900	36,900	92,000
Value of Products $000	9,960	70,100	229,000	612,000

	Metropolitan Milwaukee	Within 2.0 MV/M Contour	Within 0.5 MV/M Contour	Daily Mail Counties
RETAIL MARKET * 1950				
Food Stores	211,000	267,300	407,000	1,809,600
General Merchandise Stores	164,000	179,700	222,000	1,490,000
Apparel Stores	75,200	88,300	113,500	676,000
Home Furnishings Stores	53,200	66,600	89,100	441,000
Automotive Outlets	211,700	263,000	394,000	1,648,000
Filling Stations	34,780	45,900	81,400	325,000
Building Mtl.-Hardware	39,670	72,200	156,200	515,000
Eating-Drinking Places	83,600	105,000	155,500	722,000
Drug Stores	26,520	32,600	47,600	249,000
All Other Stores	89,360	116,600	167,600	819,000
TOTAL RETAIL SALES	989,030	1,237,200	1,833,900	8,694,600

* by store classes, expressed in thousands of dollars $000

Sources: Census of 1950 (Population) 1949 (Business) 1945 (Agriculture) BMB Radio Families, SRDS Consumer Markets, coordination to 1950-1951 on basis of Federal estimates by WALTER P. BURN, Middlebury, Vermont

WISCONSIN RADIO MARKET DATA BY COUNTIES

(Continued from page 196)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
St. Croix	25,890	24,842	7,163	6,991	97.6	5,541	22,195	13,279,852	2,013	997
Sauk	38,088	33,700	11,050	10,663	96.5	7,792	35,874	15,012,380	3,707	1,884
Sawyer	10,275	11,540	5,195	4,883	94.0	2,129	8,328	1,613,849	650	228
Shawano	35,198	35,378	10,148	9,732	95.9	7,053	24,243	14,543,683	2,955	1,388
Sheboygan	80,415	76,221	23,051	22,705	98.5	19,202	75,290	15,690,181	20,672	13,132
Taylor	18,441	20,105	5,023	4,732	94.2	3,631	12,088	8,011,227	1,690	900
Trempealeau	23,623	24,381	6,457	6,192	95.9	5,022	18,093	11,746,026	1,616	654
Vernon	27,879	29,940	7,771	7,406	95.3	6,261	18,509	15,480,063	2,281	894
Vilas	9,255	8,894	6,071	5,780	95.2	1,836	10,571	364,269	883	402
Walworth	41,413	33,103	17,767	17,429	98.1	8,720	47,204	17,839,814	6,414	3,491
Washburn	11,647	12,496	4,701	4,513	96.0	2,686	9,626	2,971,215	882	340
Washington	33,881	28,430	10,199	9,995	98.0	6,735	32,224	11,819,450	7,293	4,359
Waukesha	85,683	62,744	25,221	24,969	99.0	15,260	69,932	16,489,004	13,831	8,800
Waupaca	34,986	32,614	10,592	10,232	96.6	7,793	36,874	12,959,726	5,564	2,816
Waushara	13,862	14,628	5,314	5,091	95.8	3,128	11,054	6,054,113	801	272
Winnebago	90,841	80,507	25,926	25,459	98.2	20,162	91,068	11,609,565	28,988	18,859
Wood	50,524	44,465	13,231	12,834	97.0	9,839	48,086	8,944,388	12,053	8,182

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

WYOMING

SPOT RATE FINDER

CASPER, Natrona, 9,714 homes, 97.0% radio, 9,423 radio homes.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.75	3.75	7.25	11.80	19.50	32.50
N	5.25	5.25	11.00	18.00	30.00	50.00

KSPR, 1kw, 1470kc, MBS, Sears-Avery, Intermountain Net., Conlan

D	4.00	4.00	7.70	12.60	21.00	35.00
N	5.50	5.50	11.00	18.00	30.00	50.00

KVOC, 250w, 1230kc, ABC

D	3.50	3.50	6.80	11.00	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

CHEYENNE, Laramie, 12,486 homes, 98.2% radio, 12,261 radio homes.

KFBC, 250w, 1240kc, McGillvra

D	4.00	7.50	15.00	26.25	45.00
N	6.00	12.50	18.75	35.00	60.00

CODY, Park, 4,699 homes, 96.6% radio, 4,539 radio homes.

KODI, 250w, 1400kc

D	2.75	3.75	6.00	12.00	20.00	32.00
N	2.75	3.75	7.50	15.00	25.00	40.00

LANDER, Fremont, 5,649 homes, 94.9% radio, 5,361 radio homes.

KOVE, 250w, 1230kc, MBS

D	3.50	3.00	5.00	9.00	16.00	27.50
N	4.50	3.50	6.00	10.00	18.00	30.00

LARAMIE, Albany, 5,679 homes, 96.9% radio, 5,503 radio homes.

KOWB, 250w, 1340kc, MBS, Avery-Knodel

D	3.00	3.00	5.20	8.80	13.20	22.00
N	4.00	4.00	6.40	12.80	19.20	32.00

POWELL, Park, 4,699 homes, 96.6% radio, 4,539 radio homes.

KPOW, 1kw, 1260kc, MBS, Avery-Knodel

D	4.00	4.00	7.50	15.00	26.00	45.00
N	4.00	4.00	7.50	15.00	26.00	45.00

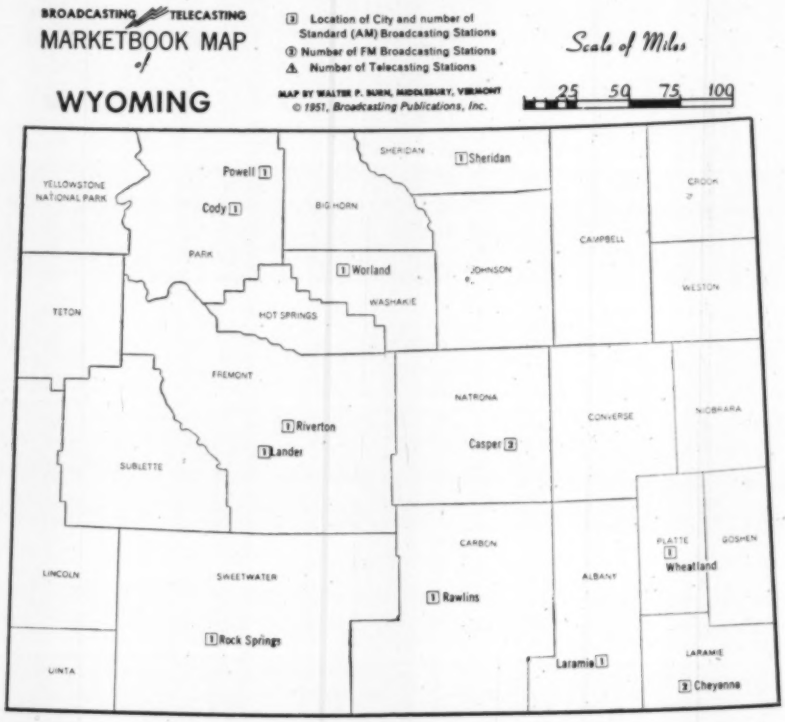
RAWLINS, Carbon, 4,842 homes, 95.8% radio, 4,639 radio homes.

KRAL, 250w, 1240kc, ABC, McGillvra

D	2.75	2.75	6.00	12.00	18.00	30.00
N	4.00	4.00	8.00	16.00	24.00	40.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

* * *



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RIVERTON, Fremont, 5,649 homes, 94.9% radio, 5,361 radio homes.

KWRL, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	7.00	15.00	25.00	40.00
N	3.00	4.00	7.00	15.00	25.00	40.00

ROCK SPRINGS, Sweetwater, 6,393 homes, 97.1% radio, 6,208 radio homes.

KVRS, 1kw-D, 500w-N, 1360kc, MBS, Intermountain Net., Avery-Knodel, BMB

D	5.00	5.00	10.00	18.50	27.50	45.00
N	7.50	7.50	12.50	25.00	37.50	60.00

* * *

SHERIDAN, Sheridan, 6,251 homes, 97.3% radio, 6,082 radio homes.

KWYO, 1kw-D, 500w-N, 1410kc, MBS, Avery-Knodel, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.75	3.75	7.50	15.00	26.25	45.00
N	5.00	5.00	10.00	20.00	35.00	60.00

TORRINGTON, Goshen, 3,825 homes, 97.6% radio, 3,733 radio homes.

* * *

KGOS, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	7.00	15.00	25.00	40.00
N	3.00	4.00	7.00	15.00	25.00	40.00

WORLAND, Washakie, 2,150 homes, 96.6% radio, 2,077 radio homes.

KWOR, 250w, 1490kc, KBS

D	3.00	4.00	7.50	15.00	25.00	40.00
N	3.00	4.00	7.50	15.00	25.00	40.00

* * *

WYOMING RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Albany	19,055	13,946	5,679	5,503	96.9	3,587	18,933	4,320,735	2,567	1,227
Big Horn	13,176	12,911	3,809	3,706	97.3	2,697	10,640	7,220,134	1,263	712
Campbell	4,839	6,048	1,602	1,562	97.5	1,359	5,950	6,085,350	385	167
Carbon	15,742	12,644	4,842	4,639	95.8	2,927	15,785	7,953,988	2,036	1,134
Converse	5,933	6,631	1,978	1,929	97.5	1,504	6,613	4,115,563	625	333
Crook	4,738	5,463	1,637	1,562	95.4	1,065	3,620	5,031,712	281	103
Fremont	19,580	16,095	5,649	5,361	94.9	3,041	18,486	7,198,144	1,348	653
Goshen	12,634	12,207	3,825	3,733	97.6	2,487	13,003	14,603,133	1,014	451
Hot Springs	5,250	4,607	1,650	1,602	97.1	1,087	5,986	2,307,115	767	449
Johnson	4,707	4,980	1,505	1,455	96.7	1,205	4,906	4,157,790	356	144
Laramie	47,662	33,651	12,486	12,261	98.2	7,437	48,741	8,723,605	7,502	4,278
Lincoln	9,023	10,286	2,505	2,457	98.1	2,238	8,355	4,739,249	1,586	989
Natrona	31,437	23,858	9,714	9,423	97.0	6,342	45,244	4,304,522	6,491	4,107
Niobrara	4,701	5,988	1,575	1,534	97.4	1,353	6,016	3,623,463	1,250	943
Park	15,182	10,976	4,699	4,539	96.6	2,463	19,929	7,081,977	2,039	1,258
Platte	7,925	8,013	2,552	2,465	96.6	1,751	8,644	7,258,233	902	517

(Continued on page 199)

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

WYOMING RADIO MARKET DATA BY COUNTIES

(Continued from page 198)

County	1950 Population	1940 Population	1950 Homes	1950 Radio Homes	Percentage Radio	1940 Radio Homes	1950 Retail Sales ($000)	Total 1950 Farm Income (*$000)	Employment Mid-March 1948	Taxable Payrolls 1st Qtr. 1948 ($000)
Sheridan	20,185	19,255	6,251	6,082	97.3	4,660	23,844	6,810,251	2,752	1,442
Sublette	2,481	2,778	841	813	96.7	648	2,110	3,271,183	182	79
Sweetwater	22,017	19,407	6,393	6,208	97.1	4,844	24,987	1,785,403	4,709	3,047
Teton	2,593	2,543	879	845	96.1	582	3,760	1,099,783	213	103
Uinta	7,331	7,223	1,976	1,915	96.9	1,521	8,174	2,678,315	781	364
Washakie	7,252	5,858	2,150	2,077	96.6	1,121	9,271	3,910,884	667	346
Weston	6,733	4,958	2,071	2,005	96.8	1,104	5,792	2,356,937	561	290
Yellow Stone Nat'l. Park	353	416	261	261	100.0	103	2,271		17	8

Note: For sources see foreword. 1950 Retail Sales, and Farm Income marked with asterisk (*). Copyright 1951 "Sales Management." Further reproduction unlicensed. Farm Income* add $000.

* * *

MARKET INDICATORS FOR WYOMING

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	290,529	'50	250,742	'40
% of U. S.	.2%	'50	0.19%	'40
Homes	86,529	'50	67,687	'40
Percent Radio	97.1%	'50	84.4%	'40
Radio Homes	84,020	'50	57,126	'40
Retail Sales	$ 321,060,000	'50	307,161,000	'48
Retail Trade Employes	14,159	'48	9,019	'39
Wholesale Sales Volume	$ 147,903,000	'48	37,000,000	'39
Wholesale Trade Employes	2,137	'48	1,204	'39
Manufacturing Employment (Mid-March)			4,926	'47
Manufacturing Taxable Payrolls (1st Quarter)			$3,317,000	'47
Income	$ 419,000,000	'49	151,000,000	'40
Percent distribution	.21%	'49	0.20%	'40
Per Capita Income	$ 1,481	'49	605	'40
Percent of national per capita income	111%	'49	105%	'40
New Construction (Private)	$ 17,800,000	'47	13,100,000	'39
Residential	$ 6,000,000	'47	3,600,000	'39
Non-Residential	$ 5,800,000	'48	1,800,000	'39
Automobile Registration	127,007	'50	101,635	'48
Telephones	77,200	'50	44,100	'45

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

* * *

ALASKA

SPOT RATE FINDER

ANCHORAGE, Anchorage District, 31,561, 1950 population.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.25	8.75	12.50	25.00	37.50	62.50
N	9.50	14.02	22.50	37.50	60.00	100.00

KBYR, 250w, 1240kc, Cooke

D		8.40	14.00	21.00	35.00	
N		10.00	20.00	30.00	50.00	

KENI, 5kw, ABC, MBS, NBC, Young

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	11.25	18.00	30.00	45.00	80.00

(Combination with KFAR Fairbanks, Alaska)

KFQD, 5kw, 600kc, CBS, LBS, Pan American, Scott

D	7.50	10.50	15.00	30.00	45.00	75.00
N	12.00	16.80	27.00	45.00	75.00	120.00

FAIRBANKS, Fairbanks District, 198,128, 1950 population.

2 AM affiliates, average 1-time rate

D	5.50	8.00	12.12	22.00	33.00	55.00
N	8.00	11.62	18.50	31.00	50.00	90.00

KFAR, 10kw, 660kc, NBC, MBS, Don Lee, ABC, Young

D	6.00	9.00	14.25	24.00	36.00	60.00
N	8.00	12.00	19.00	32.00	50.00	100.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KFRB, 5kw, 790kc, CBS, LBS, Pan American, Scott

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.00	10.00	20.00	30.00	50.00
N	8.00	11.25	18.00	30.00	50.00	80.00

JUNEAU, Juneau District, 8,572, 1950 population

KINY, 5kw, 1460kc, CBS, LBS, Pan American, Scott

D	6.25	8.75	12.50	25.00	37.50	60.00
N	10.00	13.60	22.50	37.50	60.00	100.00

KETCHIKAN, Ketchikan District, 9,061, 1950 population.

KTKN, 1kw, 930kc, CBS, LBS, Pan American, Scott

D	5.00	7.00	10.00	20.00	30.00	50.00
N	8.00	11.25	18.00	30.00	50.00	80.00

SEWARD, Seward District, 2,653, 1950 population.

KIBH, 250w, 1340kc, CBS, LBS, Pan American, Scott

D	3.75	5.25	7.50	15.00	22.50	40.00
N	6.00	8.50	15.00	25.00	40.00	60.00

SITKA, Sitka District, 4,611, 1950 population.

KALA, 250w, 1400kc
(No rates available)

KIFW, 250w, 1230kc, CBS, LBS, Pan American, Scott

D	3.75	5.25	7.50	15.00	22.50	40.00
N	6.00	8.50	15.00	25.00	40.00	60.00

MARKET INDICATORS FOR ALASKA

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	126,661	'50	72,524	'39
Families	45,000	'50		
Retail Sales	$103,100,000	'50		
Manufacturing Employment (Mid-March)			1,861	'47
Manufacturing Taxable Payrolls (1st Quarter)			$980,000	'47
Per Capita Income	$ 1,328	'50		

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

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HAWAII

SPOT RATE FINDER

HILO, Hawaii County, 67,683, 1950 population.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D		9.45	11.69	23.00	34.50	57.50
N		18.90	23.00	46.00	69.00	115.00

KHBC, 1kw, 970kc, Free & Peters

D		15.00	16.50	33.00	49.50	82.50
N		30.00	33.00	66.00	99.00	165.00

(Combination with KGMB Honolulu, Hawaii)

KILA, 1kw, 850kc, Don Lee, MBS, Hollingbery

D	4.00	4.80	6.00	12.00	18.00	30.00
N	5.35	6.40	8.00	16.00	24.00	40.00

KIPA, 1kw, 1110kc, Aloha Network, Grant

D		3.90	6.88	13.00	19.50	32.50
N		7.80	13.00	26.00	39.00	65.00

HONOLULU, Honolulu County, 347,529, 1950 population.

4 AM affiliates, average 1-time rate

D	9.17	11.81	14.51	27.76	41.77	69.28
N	17.60	22.12	27.64	52.78	78.79	131.81

2 AM non-affiliates, average 1-time rate

D	5.81	7.50	10.87	19.00	28.50	47.50
N	11.62	15.00	21.75	38.00	57.00	95.00

KGMB, 5kw, 590kc, CBS, Free & Peters, Hooper

D	10.20	12.75	14.03	28.05	42.08	70.13
N	20.40	25.50	28.05	56.10	84.15	140.25

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

KGU, 2.5kw, 760kc, NBC, Katz

	SB	1M	5M	15M	30M	1 Hr
D	7.50	10.00	12.50	20.00	32.00	51.00
N	15.00	18.00	25.00	40.00	61.00	102.00

KHON, 5kw, 1380kc, Aloha, Grant

D	6.88	8.25	13.75	22.00	33.00	55.00
N	13.75	16.50	27.50	44.00	66.00	110.00

KILA, 1kw, 850 kc, MBS, Hollingberry

D	2.70	3.20	4.00	8.00	12.00	20.00
N	5.35	4.40	8.00	16.00	24.00	40.00

KIKI, 250w, 860kc, Western Radio Sales, Tracy-Moore

D	4.75	6.75	8.00	16.00	24.00	40.00
N	9.50	13.50	16.00	32.00	48.00	80.00

KPOA, 5kw, 630kc, MBS, Hollingbery

D	9.00	12.00	16.50	33.00	48.00	81.00
N	15.00	20.00	27.50	55.00	80.00	135.00

KULA, 10kw, 690kc, ABC, Young Jr.

D	10.00	12.50	15.00	30.00	45.00	75.00
N	20.00	25.00	30.00	60.00	90.00	150.00

LIHUE, Kauai County, 29,838, 1950 population.

KTOH, 250w, 1490kc, Aloha, Grant

D	3.75	4.50	6.00	12.00	18.00	30.00
N	7.50	9.00	12.00	24.00	36.00	60.00

WAILUKU, Maui County, 48,387, 1950 population.

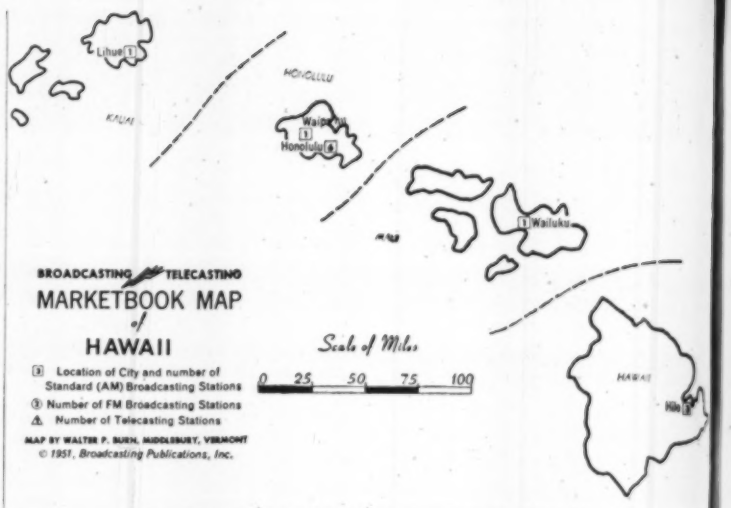
KMVI, 1kw, 550kc, Aloha, Walker

D	3.60	5.40	7.20	14.40	21.60	36.00
N	8.10	10.80	14.40	28.80	43.20	72.00

WALPAHU, Honolulu County, 347,529, 1950 population.

KAHU, 1kw, 920kc

D	5.00	6.33	9.33	18.66	28.80	47.60
N	8.31	9.55	17.50	35.20	56.95	93.50



MARKET INDICATORS FOR HAWAII

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	493,437	'50	423,330	'40
Families	120,900	'50	.....	
Retail Sales	$373,774,000	'50	.....	
Manufacturing Employment (Mid-March)	.....	..	23,267	'47
Manufacturing Taxable Payrolls (1st Quarter)	.....	..	$14,940,000	'47
Per Capita Income	$ 1,190	'50	.....	

Note: 1950 Retail Sales, copyright 1951 "Sales Management." Further reproduction unlicensed. For other sources see foreword.

PUERTO RICO

SPOT RATE FINDER

AQUADILLA, 43,748, 1950 population.
WABA, 250w, 1240kc
(Rates upon request)

ARECIBO, 75,058, 1950 population.
WCMN, 1kw, 1280kc

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.00		7.50	12.50	20.00
N	3.00	4.00	5.00	12.50	25.00	40.00

WKUM, 25kw, 1070kc
San Juan-Arecibo

BAYAMON, 48,179, 1950 population.
WENA, 250w, 1560kc

D	1.00	3.75	6.50	12.50	25.00
N	1.50	5.00	12.50	25.00	50.00

CAGUAS, 60,132, 1950 population.
3 AM non-affiliates, average 1-time rate

D	1.37	3.00	6.50	12.25	23.50
N	2.25	5.00	10.50	19.50	38.75

WJFR, 250w, 1240kc
(CP)
(No rates available)
WRIA, 250w, 1450kc

D	1.75	3.00	7.00	13.00	25.00
N	2.50	5.00	10.00	19.00	37.50

WVJP, 250w, 1110kc

D	1.00	3.00	6.00	11.50	22.00
N	2.00	5.00	11.00	20.00	40.00

FAJERDO, 22,036, 1950 population.
WMDD, 250w, 1490kc

D	1.75	2.50	5.00	10.00	20.00
N	3.00	4.50	8.75	17.50	35.00

GUAYAMA, 32,713, 1950 population.
WXRF, 1kw, 1590kc

D	.65	1.00	3.75	7.50	15.00
N	1.00	1.50	6.25	12.50	25.00

MAYAGUEZ, 87,038, 1950 population.
5 AM non-affiliates, average 1-time rate

D	1.25	1.47	3.35	6.39	11.59	23.19
N	2.09	2.69	6.20	11.63	20.94	41.88

WAEL, 250w, 1400kc
(No rates available)
WKJB, 1kw, 710kc, Inter-American

D	1.30	1.50	2.50	6.25	12.50	25.00
N	2.25	2.50	3.75	9.38	18.75	37.50

WORA, 1kw, 1150kc, Guzman

D	1.30	1.25	3.38	6.75	11.25	22.50
N	2.50	2.25	6.38	12.75	21.25	42.50

WPRA, 10kw, 990kc, Continental

D		2.00	5.00	7.50	12.50	25.00
N		4.00	10.00	15.00	25.00	50.00

Note: All rates one-time. Home and radio home figures for each city include entire county. Sources: Homes and Radio Homes estimated from 1950 Census of Housing. Percent radio BMB. For complete explanation see foreword.

WTIL, 1kw, 1300kc

	SB	1M	5M	15M	30M	1 Hr
D	1.14	1.13	2.53	5.06	10.13	20.25
N	1.52	2.03	4.69	9.38	18.75	37.50

PONCE, 126,451, 1950 population.
2 AM non-affiliates, average 1-time rate

D	2.00	4.50	10.00	14.00	26.50	35.00
N	2.50	6.00	13.00	24.25	37.50	50.00

WPAB, 5kw-D, 1kw-N, 550kc, Inter-American

D	4.00		10.00	18.00	35.00
N	5.00		13.50	25.00	50.00

WPRP, 5kw, 910kc, Guzman

D	2.00	5.00	10.00	18.00	35.00
N	2.50	7.00	13.00	25.00	50.00

RIO PIEDRAS, 143,897, 1950 population.
WRIO, 1kw, 1320kc

D	2.05	3.75*	11.00	20.50	37.50
N	2.80	5.00	15.00	27.50	50.00

WWWW, 250w, 1520kc
(No rates available)

SAN JUAN, 223,949, 1950 population.
2 AM affiliates, average 1-time rate

D	6.00	6.00	7.25	11.75	21.50	42.50
N	12.00	12.00	15.00	27.00	51.00	100.00

2 AM non-affiliates, average 1-time rate

D	7.00	6.00	8.25	14.87	28.75
N	15.00	15.00	20.50	40.00	75.00

* * *

WAPA, 10kw, 680kc, ABC, MBS, Mann

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	6.50	10.00	18.00	35.00
N	12.00	15.00	15.00	27.00	52.00	100.00

WIAC, 5kw, 580kc, Guzman

D	7.00	6.00	10.00	18.00	35.00
N	15.00	15.00	25.00	50.00	100.00

WIPR, 10kw, 940kc
(Does not sell time)

WITA, 250w, 1400kc

D	6.50	11.75	22.50	
N	16.00	30.00	50.00	

WKAQ, 5kw, 620kc, CBS, Inter-American

	SB	1M	5M	15M	30M	1 Hr
D			8.00	13.50	25.00	50.00
N			15.00	27.00	50.00	100.00

SANTURCE, San Juan Municipio, 223,949, 1950 population.

WIBS, 10kw, 740kc, Pan American

D	6.00	7.50	15.00	27.50	50.00
N	12.00	15.00	30.00	55.00	100.00

WNEL, 5kw, 860kc, NBC, Weed

D	6.00	7.50	15.00	27.00	50.00
N	12.00	15.00	30.00	55.00	100.00

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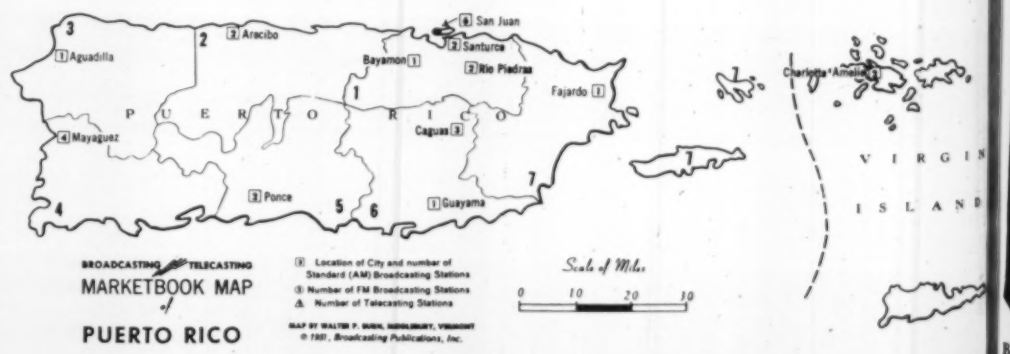
MARKET INDICATORS FOR PUERTO RICO

CLASSIFICATION	FIGURES	YR.	FIGURES	YR.
Population	2,205,398	'50	1,869,255	'40
Families	465,000	'50	.....	
Retail Sales	$354,500,000	'50	.....	
Per Capita Income	$ 295	'50	.....	

* * *



XUM

Foreign Language Broadcasting in Major U. S. Cities

ALABAMA

BIRMINGHAM
WKAX, 1kw-D, 900kc

Lang.	Listeners	Mins. Wkly.
Greek	.....	90

ARIZONA

BISBEE
KSUN, 250w, 1230kc

Spanish	10,000	30

CLIFTON
KCLF, 250w, 1400kc

Spanish	10,000	1470

FLAGSTAFF
KCLS, 250w, 1340kc

Spanish, Navaho	10,000	10

KGPH, 250w, 1230kc

Spanish	5,500	420

GLOBE
KWJB, 250w, 1240kc

Spanish	20%	240

KINGMAN
KGAN, 250w, 1230kc

Spanish	25%	30

MESA
KTYL, 1kw, 1310kc

Spanish, Italian & Hungarian	350,000	210

NOGALES
KNOG, 250w, 1340kc

Spanish	40,000	2,520

PHOENIX
KIFN, 250w-D, 860kc

Spanish	75,000	Total Schedule

KPHO, 5kw, 910 kc

Spanish	142,000	1,530

PRESCOTT
KYCA, 250w, 1490kc

Spanish	2,000	180

SAFFORD
KGLU, 1kw, 1480kc

Spanish	12,000	180

TUCSON
KCNA, 5kw-D, 500w-N, 580kc

Spanish	30,000	300

KOPO, 250w, 1450 kc

Spanish	35,000	840

KTKT, 250w, 1490kc

Spanish	30,000	1,440

KTUC, 250w, 1400kc

Spanish	20%	240

KVOA, 1kw, 1290kc

.....	.....	1,440

Number of listeners is station estimate. For source write direct to station manager.

BUSINESS IS BUSINESS
IN
ANY LANGUAGE!

KSAN PROGRAMS 20 HOURS WEEKLY OF FOREIGN LANGUAGE AT ESTABLISHED PEAK HOURS

Language	*Population
ITALIAN	175,000
SPANISH	85,000
CHINESE	40,000
GREEK	25,000
FRENCH	25,000

* U. S. Census Bureau
S.F. Chamber of Commerce

KSAN
SAN FRANCISCO

YUMA
KYUM, 250w, 1400kc

Lang.	Listeners	Mins. Wkly.
Spanish	120,000	.....

CALIFORNIA

AUBURN
KDIA, 250w, 1490kc

Spanish, Swedish	4,000	1,040

BAKERSFIELD
KAFY, 1kw, 550kc

Spanish	12,000	525

KBIS, 1kw, 970kc

Spanish	50,000	.....

BERKELEY
KRE, 250w, 1400kc

Portuguese	100,000	600
Italian	200,000	600

BLYTHE
KYOR, 250w, 1450kc

Spanish	.....	150

CHICO
KHSL, 5kw, 1290kc

Spanish	.....	60

COALINGA
KBMX, 500w, 1470kc

Spanish	.....	780

CORONA
KBUC, 500w, 1370kc

Spanish	70,000	1,200

EL CENTRO
KXO, 250w, 1230kc

Mexican	130,000	120

FRESNO
KYNO, 1kw, 1300kc

Spanish	150,000	450

FT. BRAGG
KDAC, 250w, 1230kc

Portuguese, Italian & Finnish	.....	75

HANFORD
KNGS, 1kw, 620kc

Spanish	50,000	690
Portuguese	100,000	120
Italian	6,000	60

LIDO
KCVR, 1kw-D, 1570kc

Spanish & Portuguese	.....	300

LOS ANGELES
KFVD, 5kw, 1020kc

Spanish	500,000	360

MERCED
KYOS, 5kw, 1480kc

Mexican, Spanish & Portuguese	.....	540

MODESTO
KMOD, 1kw, 1360kc

Spanish	.....	30

MT. SHASTA
KWSD, 250w, 1340kc

Italian	6,000	60

OAKLAND
KROW, 1kw, 960kc

Italian	120,000	180

KWBR, 1kw, 1310kc

Spanish	.....	360
Portuguese	.....	450
Italian	.....	360

ONTARIO
KOCS, 250w-D, 1510kc

Italian	25,000	150

PASADENA
KALI, 1kw-D, 1430kc

Spanish	500,000	1,800

KWKW, 1kw, 1300kc

Spanish	525,000	2,370
Italian	50,000	510
Portuguese	5,000	30
Japanese	25,000	30

PITTSBURG
KECC, 1kw, 990kc

Italian	300,000	60
Spanish	.....	120

RIVERSIDE
KPRO, 1kw, 1440kc

Spanish	78,000	.....

SALINAS
KDON, 5kw, 1460kc

Spanish	.....	450

KSBW, 1kw, 1380kc

Spanish	21,000	540

SAN BERNARDINO
KCSB, 500w, 1350kc

Spanish	90,000	660

KFXM, 1kw, 590kc

Spanish	50,000	420

KITO, 5kw, 1290kc

Spanish	30,000	630

KRNO, 250w, 1240kc

Spanish	27,000	1,040

SAN DIEGO
KSDO, 5kw-D, 1kw-N

Lang.	Listeners	Mins. Wkly.
Italian	17,000	30

SAN FRANCISCO
KGIL, 1kw, 1260kc

Spanish	25,000	420

KSAN, 250w, 1450kc

Spanish	45,000	240
Italian	175,000	420
Greek	25,000	150
Chinese	25,000	360
French	25,000	30

KYA, 5kw-D, 1kw-N, 1260kc

Italian	175,000	120

SANGER
KSJV, 1kw-D, 900kc

Spanish	75,000	840
German	25,000	60

SAN JOSE
KEEN, 1kw, 1370kc

Spanish	150,000	
Italian	65,000	
Portuguese	25,000	
Greek	30,000	Total for all
Japanese	8,500	810

KSJO, 1kw-D, 500w-N, 1590kc

Spanish	35,000	1,040
Italian	65,000	180

SANTA ANA
KVOE, 1kw, 1480kc

Spanish	30,000	360

SANTA BARBARA
KDB, 250w, 1490kc

Italian	.....	70

KIST, 250w, 1340kc

Spanish	30,000	360

KTMS, 1kw, 1250kc

Spanish	20,000	270
Italian		60

SANTA MARIA
KCOY, 250w, 1400kc

Spanish	50%	90

KSMA, 250w, 1240kc

Spanish	9,000	60

(Continued on page 202)

OVER 350,000
NEGROES
AND
550,000
Spanish Speaking
listeners
FROM MEXICO AND
21 LATIN AMERICAN
COUNTRIES
in the
LOS ANGELES
area
LISTEN DAILY
To the Only
Full-Time Station
Directing 12 Hours
Daily to This Vast
Buying Audience

am KWKW fm
Pasadena—Los Angeles
"Ask Forjoe"

kfvd is proud
OF THE POWERFUL "ONE-TWO" PUNCH
IT DELIVERS DAILY TO LOS ANGELES'
TWO LARGEST MINORITY GROUPS*

ONE

HUNTER HANCOCK'S "Harlematinee," Monday through Saturday from 2 to 3:30 p.m. His selection as "Disc Jockey of the Year" in the Los Angeles Sentinel poll and his top rating in a current poll not yet completed are proof Hunter is highly regarded among the Negro population. Stories from his sponsors are absolute convincers.

EDDIE RODRIGUEZ' "Buenos Dias," Monday through Saturday, 6 to 7 a.m. It's Southern California's pioneer station-controlled program directed to the large Mexican population. We're proud of Eddie's community service activities as well as his sales record. His facts and figures on "the second largest Mexican City in the world" will open your eyes to a whole new market.

TWO

*APPROXIMATELY 500,000 EACH

1020 K.C.
5000 WATTS
Check! KFVD
LOS ANGELES

FOREIGN LANGUAGE

(Continued from page 201)

(California Contd.)

SANTA MONICA
KOWL, 5kw-D, 1580kc

Lang.	Listeners	Mins. Wkly.
Spanish	.....	735
Jewish	.....	.....
Italian	.....	690
German	.....	210
Greek	.....	45
Hungarian	.....	30
Japanese	.....	30
Scandinavian	.....	75
Serbian	.....	60
Croatian	.....	30

SANTA PAULA
KSPA, 250w, 1400kc

Spanish	.....	.....

SAN RAFAEL
KTIM, 1kw-D, 1510kc

Portuguese	100,000	150

SANTA ROSA
KSRO, 1kw, 1350kc

Spanish & Portuguese	.....	90

STOCKTON
KGDM, 5kw, 1140kc

Italian	125,000	120
Spanish	25,000	15
Portuguese	300,000	60

KSTN, 1kw, 1420kc

Filipino & Spanish	.....	120

KXOB, 1kw, 1280kc

Filipino	2,000	180
Spanish	6,000	180

TAFT
KTKR, 500w-D, 1310kc

Spanish	50,000	420

TULARE
KCOK, 1kw, 1270kc

Spanish & Portuguese	.....	660

TURLOCK
KTUR, 1kw, 1390kc

Portuguese	5,000	
Spanish	3,000	Total for all
Scandinavian	8,000	510

Number of listeners is station estimate. For source write direct to station manager.

VENTURA
KVEN, 250w, 1450kc

Lang.	Listeners	Mins. Wkly.
Spanish	25,000	840

VISALIA
KKIN, 250w, 1400kc

Portuguese & Spanish	.....	270

WATSONVILLE
KHUB, 250w, 1340kc

Spanish, Portuguese, Slovenian	75,000	560

YUBA CITY
KUBA, 1kw-D, 500w-N, 1600kc

Spanish	42,000	240

COLORADO

ALAMOSA
KGIW, 250w, 1450kc

Spanish	32,000	360

FT. COLLINS
KCOL, 1kw, 1410kc

Spanish	3,580	120

DENVER
KTLN, 1kw-D, 1150kc

Spanish	250,000	870

GREELEY
KFKA, 1kw, 1310kc

Spanish	10%	45
German	15%	30

KYOU, 250w, 1450kc

Spanish	18,000	225

LONGMONT
KLMO, 250w-D, 1050kc

Spanish	.....	165

MONTROSE
KUBC, 1kw-D, 500w-N, 1260kc

Spanish	15%	75

PUEBLO
KDZA, 250w, 1230kc

Spanish	40,000	240
Italian	10,000	60

KGHF, 5kw-D, 1kw-N, 1350kc

Spanish	75,000	60
Slovenian	25,000	60

SALIDA
KVRH, 250w, 1340kc

Spanish	5,000	90

STERLING
KGEK, 250w-D, 1230kc

Spanish	33,069	1,260

TRINIDAD
KCRT, 250w, 1240kc

Spanish	32,500	360
Italian	10,000	360

CONNECTICUT

BRIDGEPORT
WLIZ, 1kw-D, 1300kc

Lang.	Listeners	Mins. Wkly.
Italian, Hungarian, Albanian	75,000	240

DANBURY
WLAD, 250w-D, 800kc

Arabic, & Lebanese	3,000	30

HARTFORD
WCCC, 500w-D, 1290kc

Polish, French, Jewish & Italian	.....	270

WTHT, 250w, 1230kc

French	.....	60
Jewish	.....	30

MERIDEN
WMMW, 1kw-D, 1470kc

Italian	30,000	360
Polish	50,000	120

MIDDLETOWN
KCNX, 500w-D, 1150kc

Polish, Italian	15,000	90

NEW BRITAIN
WHAY, 5kw, 910kc

Italian	500,000	240

WKNB, 1kw-D, 840kc

Polish	90,000	240
Italian	169,000	240
Lithuanian	.....	60

NEW HAVEN
WAVZ, 1kw-D, 1260kc

Polish	2,772	60
Greek	.....	30
Jewish	.....	90
Italian	12,652	15

WNHC, 250w, 1340kc

Italian	300,000	1,680

NEW LONDON
WNLC, 250w, 1490kc

Italian & Polish	25,000	180

NORWALK
WNLK, 500w, 1350kc

Italian	35,000	420
Polish	20,000	60
Hungarian	17,000	120

WATERBURY
WWCO, 250w, 1240kc

Italian	40,000	120
Polish	12,000	30
Lithuanian	18,000	60

DELAWARE

WILMINGTON
WTUX, 500w-D, 1290kc

Jewish, Polish & Italian	40,000	405

WASHINGTON, D. C.

WASHINGTON, D. C.
WOL, 250w, 1450kc

Greek	15,000	30

FLORIDA

FT. LAUDERDALE
WBRD, 250w-D, 1580kc

Seminole	.....	15

JACKSONVILLE
WIVY, 1kw-D, 1050kc

Greek, Syrian	10,000	60

KEY WEST
WKWF, 500w, 1600kc

Spanish	500,000	.....

LAKE WORTH
WEAT, 250w, 1490kc

Finnish	3,500	45

MIAMI
WFEC, 250w-D, 1220kc

Hungarian, Jewish, Italian & Polish	75,000	210

WIOD, 5kw, 610kc

Spanish	.....	65

MIAMI BEACH
WINZ, 1kw, 940kc

Jewish	50,000	210
Italian		45

WKAT, 5kw-D, 1kw-N, 1360kc

Spanish	.....	30

TAMPA
WALT, 1kw-D, 1010kc

Spanish	50,000	795

WEBK, 1kw-D, 1590kc

Spanish & Italian	4,500	360

GEORGIA

ATLANTA
WBGE, 250w, 1340kc

Greek	5,000	60

ILLINOIS

CHICAGO
WCRW, 100w, 1240kc

German, Polish, Italian, Greek & Ukrainian	.....	.....

WEDC, 250w, 1240kc

Polish, Slovak, Greek, Italian, Russian & Czech	.....	.....

WGES, 5kw, 1390kc

Polish, Swedish, German, Hungarian, Spanish, Ukrainian, Croatian, & Jugoslav	.....	.....

CHICAGO
WSBC, 250w, 1240kc

Lang.	Listeners	Mins. Wkly.
Italian	375,000	750
German	700,000	180
Polish	720,000	240
Bohemian, Slovak	200,000	150
Jewish	430,000	300
Greek	100,000	180
Swedish	220,000	30

CICERO
WHFC, 250w, 1450kc

Polish, Lithuanian, Czech, Greek, Italian, Jewish, Spanish	.....	3,000

EAST ST. LOUIS
WTMV, 250w, 1490kc

Polish	60,000	120

ELMWOOD PARK
WLEY (FM), Chan. 296, 107.1mc 1kw

Polish & Italian	750,000	960

GALESBURG
WGIL, 250w, 1400kc

Swedish	25%	30

JOLIET
WJOL, 250w, 1340kc

Slovak, Croatian	5%	120

MOLINE
WQUA, 250w, 1230kc

Swedish	25,000	45

PEORIA
WWXL, 1kw, 1590kc

Italian	1,500	30

ROCKFORD
WROK, 1kw-D, 500w-N, 1440kc

Swedish & Italian	25%	60

INDIANA

HAMMOND
WJOB, 250w, 1230kc

Slovak	.....	60
Hungarian	.....	90
Polish	.....	150
Spanish	.....	30

GARY
WWCA, 1kw, 1270kc

Polish	50,000	120
Greek	20,000	60
Slovenian	20,000	30
Croatian	10,000	30

SOUTH BEND
WHOT, 250w, 1490kc

Polish	35,000	240

WJVA, 250w-D, 1580kc

Polish, German, Serbian & Hungarian	325,000	180

WSBT, 5kw, 960kc

Polish, Hungarian	30,000	15, 25

IOWA

CEDAR RAPIDS
KWCB, 250w, 1450kc

Czech	40%	160

CHARLES CITY
KCHA, 250w-D, 1580kc

German	1,000	15

DES MOINES
KWDM, 1kw, 1150kc

Croatian, Bohemian, Italian, Irish & Scandinavian	.....	480

IOWA CITY
KXIC, 1kw-D, 800kc

Czech	25,000	45

LOUISIANA

ABBEVILLE
KROF, 1kw-D, 960kc

French	.....	180

ALEXANDRIA
KALB, 5kw-D, 1kw-N, 580kc

French	40%	Total
Italian	5%	30

BATON ROUGE
WLCS, 250w, 1400kc

French	6,000	30

CRAWLEY
KSIG, 250w, 1450kc

French	100,000	.....

JENNINGS
KJEF, 500w-D, 1290kc

French	25,646	255

LAFAYETTE
KLFY, 1kw-D, 500w-N, 1420kc

French	185,000	240

KVOL, 1kw, 1330kc

French	125,000	210

LAKE CHARLES
KPLC, 5kw-D, 1kw-N, 1470kc

French	40%	60

NEW ORLEANS
WBOK, 1kw-D, 800kc

Italian	88,100	30

WJMR, 250w-D, 990kc

Spanish	80,000	60

OPELOUSAS
KSLO, 250w, 1230kc

French	200,000	480

KOWL

The Most Powerful
FOREIGN LANGUAGE
STATION *in the* WEST

KOWL is the only station in Los Angeles majoring in *language programs* that *completely covers* Southern California.

KOWL therefore gives you exclusive coverage of
1. City of Los Angeles
2. Los Angeles County
3. San Diego in Orange County
WITH A 0•5 MV SIGNAL

Unlike New York and Chicago, the language groups are not highly concentrated in a particular section of Los Angeles; they are somewhat scattered, not only within the city but throughout Los Angeles County and Southern California. To reach them, it is essential to have POWER AND PROGRAMMING. KOWL has both.

Owned and Operated by Art. Croghan

KOWL 5000 WATTS Clear Channel
LOS ANGELES — SANTA MONICA, CAL.

ONLY JOE ADAMS, ON KOWL, REACHES ALL NEGROES !

MAINE

BIDDEFORD
WIDE, 250w, 1400kc

Lang.	Listeners	Mins. Wkly.
French	30%	330

LEWISTON
WCOU, 250w, 1240kc

French	60,000	120

WATERVILLE
WTVL, 250w, 1490kc

French	20,000	45

MARYLAND

ANNAPOLIS
WASL, 250w-D, 810kc

Polish	75,000	420

BALTIMORE
WBMD, 1kw-D, 750kc

Italian, Polish, German, Greek Lithuanian, & Jewish	.....	630

CUMBERLAND
WDYK, 250w, 1230kc

Italian	20,000	30

SILVER SPRING
WGAY, 1kw-D, 1050kc

Greek	.....	60

MASSACHUSETTS

BOSTON
WBMS, 1kw-D, 1090kc

Greek	20,000	60
Italian	160,000	90

WMEX, 5kw, 1510kc

Lithuanian	35,000	60
Albanian	.....	30
Jewish	145,000	60

WVOM, 5kw, 1600kc

Jewish	398,166	225
Scandinavian	155,320	90
French	624,420	30
Polish	313,142	90
Italian	624,260	1,215
Greek	134,428	405
Irish	1,250,000	360

BROCKTON
WBET, 1kw-D, 990kc

Lithuanian	15,000	30

CAMBRIDGE
WTAO, 250w-D, 740kc

Arabic, Lithuanian, Greek & Portuguese	.....	225

CHICOPEE
WACE, 1kw-D, 730kc

Polish & French	65,000	1,000

FALL RIVER
WALE, 250w, 1400kc

		Total
Portuguese	30%	420
French	25%	
Polish	10%	

FITCHBURG
WEIM, 1kw, 1280kc

French & Finnish	30,000	180

WFGM, 1kw-D, 1580kc

French		90
Finnish		60
Italian		30

FRAMINGHAM
WKOX, 1kw-D, 1190kc

Polish	35,000	90
Italian	18,000	30

GREENFIELD
WHAI, 250w, 1240kc

Polish	10,000	90

HAVERHILL
WHAV, 250w, 1490kc

Italian & Arabic	.....	90

HOLYOKE
WHYN, 1kw, 560kc

Polish	6,000	60

WREB, 500w-D, 930kc

French	.....	30
Polish	.....	30
Greek	.....	240
Portuguese	.....	30
Italian	.....	30

LYNN
WLYN, 1kw, 1360kc

Italian	100,000	1,995
Greek	40,000	150

NEW BEDFORD
WBSM, 100w, 1230kc

		Total
Portuguese	42,000	120
Polish	35,000	
French	12,000	

WNBH, 250w, 1340kc

French	.....	120
Portuguese	.....	120

NORTH ADAMS
WNAW, 250w-D, 860kc

Italian	.....	30
Polish	.....	60

PITTSFIELD
WBEC, 250w, 1490kc

		Total
Polish	5,000	150
Italian	8,000	

WBRK, 250w, 1340kc

Polish	10,000	60

SALEM
WESX, 250w 1230kc

Polish, Lithuanian & Greek	10%	60

SPRINGFIELD
WJKO, 5kw-D, 1600kc

Polish, Italian, Greek, German & Hebrew	.....	360

WSPR, 1kw, 1270kc

Lang.	Listeners	Mins. Wkly.
Polish	.....	45
Italian	.....	45

TAUNTON
WPEP, 1kw-D, 1570kc

Portuguese	12,000	85

WARE
WARE, 1kw-D, 1250kc

French	50,000	60

WEST SPRINGFIELD
WTXL, 250w, 1490kc

Italian	30,000	55

MICHIGAN

ANN ARBOR
WPAG, 1kw-D, 1050kc

Polish, Italian, Czech & Serbian	105,000	270

BAY CITY
WGRO, 500w-D, 1260kc

Polish	75,000	60

DETROIT
WDET (FM), Chan. 270, 101.9mc, 52kw

Ukrainian	.....	150
Italian	.....	150
Arabic	.....	60
German	.....	30
Dutch	.....	30

WJLB, 250w, 1400kc

Polish, Italian, German, Greek, Athenian, Hungarian, Jewish, Lithuanian, Roumanian, Syrian, Lebanese & Spanish	1,405,000	2,970

FLINT
WMRD, 250w-D, 1510kc

Hungarian	.....	15

GRAND RAPIDS
WGRD, 1kw-D, 1410kc

Polish	25,000	60

HAOGHTON
WHDF, 250w, 1400kc

Finnish	20,000	180

IRONWOOD
WJMS, 1kw, 630kc

Finnish	30,000	75

ISHPEMING
WJPD, 250w, 1240kc

Finnish	.....	60
Italian	.....	60

MINNESOTA

ALBANY
KASM, 500w-D, 1150kc

German	100,000	75

BEMIDJI
KBUN, 250w, 1450kc

Indian	5,000	15

CLOQUET
WKLK, 250w, 1230kc

Polish & Finnish	20,000	240

CROOKSTON
KROX, 1kw-D, 1050kc

Norwegian	.....	30

DULUTH
KDAL, 5kw-D, 610kc

Finnish	100,000	30

WREX, 10kw-D, 5kw-N, 1080kc

Finnish	.....	30

EVELETH
WEVE, 250w, 1340kc

Finnish	50%	30

FAIRMOUNT
KSUM, 1kw, 1370kc

Swedish & German	32%	45

GRAND RAPIDS
KBZY, 250w, 1490kc

Finnish	8,000	60

MANKATO
KTOE, 1kw, 1420kc

German	142,000	60

NEW ULM
KNUJ, 1kw-D, 860kc

German	50%	15

ST. CLOUD
WJON, 250w, 1240kc

Scandinavian	15,000	75

THIEF RIVER FALLS
KTRF, 250k, 1230kc

Scandinavian	75%	45

MISSOURI

ST. LOUIS
KSTL, 1kw-D, 690kc

Slavic	.....	75
German	.....	30
Italian	.....	15

NEBRASKA

COLUMBUS
KJSK, 1kw-D, 900kc

Czech & German	.....	75

NEW HAMPSHIRE

BERLIN
WMOU, 250w, 1230kc

French	30,000	30

MANCHESTER
WFEA, 5kw, 1370kc

French	51,000	40
Polish	3,000	30
Greek	5,000	30

WKBR, 250w, 1240kc

French	40,000	180

NASHUA
WOTW, 1kw-D, 900kc

Lang.	Listeners	Mins. Wkly.
French, Greek Polish & Portuguese	.....	325

PORTSMOUTH
WHEB, 1kw, 750kc

Greek	7,500	30

ROCHESTER
WWNH, 1kw, 930kc

French	100,000	30

NEW JERSEY

CAMDEN
WCAM, 250w, 1310kc

		Total
Italian	100,000	120
Greek	25,000	

WKDN, 1kw-D, 800kc

Greek	40,000	60
German	75,000	30
Polish	60,000	30

TRENTON
WBUD, 250w, 1490kc

Polish & Hungarian	35,000	600

WTNJ, 250w-D, 1300kc

Polish	.....	30
Italian	.....	30

WTTM, 1kw, 920kc

Italian	38,000	60

VINELAND
WWBZ, 1kw-D, 1360kc

Italian	.....	60

NEW MEXICO

ALAMOGORDO
KALG, 250w, 1230kc

Lang.	Listeners	Mins. Wkly.
Spanish	26%	360

ALBUQUERQUE
KGGM, 5kw, 610kc

Spanish	200,000	540

KOAT, 250w, 1240kc

Spanish	175,000	300

KVER, 250w, 1340kc

	125,000	300

ARTESIA
KSVP, 250w, 1450kc

Spanish	.....	180

CARLSBAD
KPBM, 1kw-D, 740kc

Spanish	50,000	150

LAS CRUCES
KOBE, 250w, 1450kc

Spanish	22,000	540

PORTALES
KENM, 250w, 1450kc

Spanish	1,500	30

ROSWELL
KGFL, 250w, 1400kc

Spanish	7,500	90

SANTA FE
KTRC, 250w, 1400kc

Spanish	70,000	300

SILVER CITY
KSIL, 250w, 1340kc

Spanish	50,000	270

(Continued on page 204)

Number of listeners is station estimate. For source write direct to station manager.

DIRECT IMPACT!

for

INCREASED SALES!

★

WSBC SELLS Chicago's Foreign Language market MORE effectively at LOWER cost!

ONE low rate buys NINE Major Markets: Polish, Italian, Jewish, Bohemian, German, Slovak, Swedish, Greek, Negro.

REACH this responsive, economically-sound, basic market successfully, directly!

★

WSBC

the low cost medium in Chicago

2400 W. Madison Street MOnroe 6-9060

Forjoe & Co., Nat'l Reps.

FOREIGN LANGUAGE

(Continued from page 203)

NEW YORK

ALBANY
WOKO, 5kw, 1460kc

Lang.	Listeners	Mins. Wkly.
Italian	30,000	90
Polish	60,000	30
Greek	12,000	15

WROW, 5kw-D, 1kw-N, 590kc

Italian	15,000	15

AMSTERDAM
WCSS, 250w, 1490kc

		Total
Polish	9,000	15
Italian	5,000	
Lithuanian	3,000	

Number of listeners is station estimate. For source write direct to station manager.

W W O L
BUFFALO, NEW YORK

Selling biggest foreign market in Western New York

Polish 3 hours daily Italian 1 hour daily
German 1/2 hour daily

Reaches over ½ million people

315 Main Street, Buffalo 3, New York

BINGHAMTON
WKOP, 1kw-D, 500w-N, 1360kc

Lang.	Listeners	Mins. Wkly.
Italian	20,000	45

BUFFALO
WBNY, 250w, 1400kc

Polish	250,000	60

WKBW, 50kw, 1520kc

Polish	250,000	60

WWOL, 1kw-D, 1120kc

Polish	274,374	1,200
Italian	133,084	420
German	120,338	180
Ukrainian	.....	60

WXRA, 1kw-D, 1080kc

Hungarian	50,000	30
Jewish	95,000	90

DUNKIRK
WFCB, 500w, 1410kc

Polish	250,000	30
German	30,000	15

JAMESTOWN
WJOC, 250w, 1340kc

Swedish & Italian	18%	180

WJTN, 250w, 1240kc

Swedish	5,351	45

KINGSTON
WKNY, 250w, 1490kc

Polish	.....	60

LIBERTY
WVOS, 250w, 1240kc

Jewish	5,000	180

LOCKPORT
WUSJ, 250w, 1340kc

Italian	50,000	460

MIDDLETOWN
WALL, 250w, 1340kc

Lang.	Listeners	Mins. Wkly.
Polish	25,000	120

NEW YORK
WBNX, 5kw, 1380kc

German	1,531,600	360
Italian	1,624,950	720
Spanish	450,000	540

WEVD, 5kw, 1330kc

Jewish	3,000,000	3,150

WHOM, 5kw, 1480kc
WALK (FM affiliate) Ch. 294, 106.7mc, 10kw.

Italian, German, Polish, Jewish, Spanish, Ukrainian & Russian	5,000,000	Total 9,930

WLIB, 1kw-D, 1190kc

Polish, German, Spanish, Jewish	4,000,000	.....

WOV, 5kw, 1280kc

Italian	2,100,000	4,405

WWRL, 5kw, 1600kc (Woodside)

Lithuanian	16,060	60
Hungarian	64,360	120
Russian	149,840	105
Polish	163,500	120
Greek	48,120	345
Ukrainian	.....	60
Syrian	10,360	45
Czechoslovak	44,200	510
French	37,860	75
Swiss	8,551	30
Jewish	911,280	30
Spanish	121,040	1,350
German	429,060	1,050

WOR, 50kw, 710kc

Italian	.....	90

NIAGARA FALLS
WHLD, 5kw, 1270kc

Lang.	Listeners	Mins. Wkly.
Polish	350,000	450
Italian	100,000	240

WJJL, 1kw-D, 1440kc

Polish	240,000	510

POUGHKEEPSIE
WEOK, 1kw-D, 1390kc

Italian	50,000	90

ROCHESTER
WRNY, 250w-D, 680kc

Italian	20,000	120

WSAY, 1kw, 1370kc

Italian	.....	30
Jewish	.....	30
Polish	.....	30

WVET, 5kw, 1280kc

Italian	70,000	240

ROME
WKAL, 250w, 1450kc

Polish	12,000	60
Italian	20,000	45

SCHENECTADY
WSNY, 250w, 1240kc

Polish	28,000	240
Italian	34,000	90

SYRACUSE
WNDR, 5kw, 1260kc

Polish & Italian	35,000	120

UTICA
WGAT, 1kw-D, 500w-N, 1310kc

Italian	65%	360
Polish	40%	360

WIBX, 5kw, 950kc

		Total
Polish	50,000	120
Italian	30,000	

WRUN, 5kw-D, 1kw-N, 1150kc

Polish	20,000	120
Italian	35,000	120

WATERTOWN
WWNY, 1kw, 790kc

Italian	7,000	30

NORTH DAKOTA

FARGO
KFGO, 5kw, 790kc

Norwegian	200,000	30

MINOT
KLPM, 5kw-D, 1kw-N, 1390kc

Norwegian	.....	30

OHIO

ASHTABULA
WICA, 5kw-D, 1kw-N, 970kc

Finnish	50,000	1,500

BELLAIRE
WTRF, 1kw-D, 1290kc

Italian, Bohemian & Polish	22%	180

CANTON
WAND, 500w-D, 900kc

Italian	35,000	30

WCMW, 1kw-D, 1060kc

Slovak & Greek	8,000	75

CLEVELAND
WDOK, 5kw, 1260kc

Italian, Slovak, Slovene, German, Polish, Czech & Hungarian	533,000	630

WERE, 5kw, 1300kc

Slovenian, Slovak, Hungarian, Italian, Bohemian & Polish	651,340	285

WJMO, 1kw-D, 1540kc

Polish, Hungarian, German, Italian, Czech, Slovene, & Slovak	62%	330

WSRS, 250w, 1490kc

Polish	75,000	90
Italian	35,000	150
Czech	110,000	150
Croatian	10,000	90
Hungarian	35,000	90
Lithuanian	10,000	30
Greek	5,000	60
Ukrainian	8,000	30
Jewish	50,000	30

ELYRIA
WEOL, 1kw, 930kc

Spanish	7,500	180
Polish	10,000	150
Slovenian	8,000	90

STEUBENVILLE
WSTV 250w, 1340kc

Italian	.....	120

TOLEDO
WSPD, 5kw, 1370kc

Hungarian	10%	60

WARREN
WHHH, 5kw, 1440kc

Greek	7,500	45

AM
1330 K.C.
5 K.W.

FM
107.5
20 K.W.

WEVD

TEST YIELDS PROOF

Year after year the foremost national and local advertisers of a large variety of quality products continue to use the facilities of WEVD to reach the Jewish population in the New York Metropolitan area.

They have tested and found proof of the vast buying power represented by the more than 600,000 families with a population approximating 3,000,000, who come within the radius of influence of the Yiddish spoken and written word.

Distinctive adult programming in the two dominant languages (English, Jewish) and a loyal responsive audience are the WEVD combination which national and local advertisers have found so effective and economical in maintaining a consistent position of dominance in the Jewish field.

All AM Programs are Broadcast on FM Without Extra Charge

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HENRY GREENFIELD, MANAGING DIRECTOR

WEVD—117-119 West 46th Street, New York 19, N. Y.

OREGON

PORTLAND
KWJJ, 10kw, 1080kc

Lang.	Listeners	Mins. Wkly.
Italian	17,000	60

PENNSYLVANIA

ALLENTOWN
WHOL, 250w, 1230kc

German	150,000	30

ALTOONA
WJSW, 1kw-D, 500w-N, 1290kc

Italian	18,000	30

APOLLO
WAVL, 1kw-D, 910kc

Slovak	.....	15

BARNESBORO
WNCC, 500w-D, 950kc

Polish, Slovak & Italian	.....	60

BRADDOCK
WLOA, 1kw-D, 1550kc

Slovak, Hungarian, Slovenian, Croatian, Serbian, Lithuanian, Polish	212,000	345

CARBONDALE
WCDL, 250w, 1230kc

Slovak	20,000	30

CHESTER
WPWA, 1kw, 1590kc

Polish	.....	60
Italian	.....	60

CLEARFIELD
WCPA, 1kw-D, 900kc

Italian	10,000	30

DU BOIS
WCED, 250w, 1230kc

Polish & Italian	10,000	60

ERIE (TV)
WICU, Chan. 12, 2kw-aur, 4kw-vis

Polish	30%	30

ERIE
WLEU, 250w, 1450kc

	Total	
Polish	40%	60
Italian		30

HOMESTEAD
WHOD, 250w-D, 860kc

	Total	
Italian	1,105,289	150
Polish		90
Hungarian		30
Greek		30
Croatian		30
Serbian		30
Lithuanian		30
Arabic		30
Slovak		15
Jewish		30

McKEESPORT
WMCK, 1kw, 1360kc

Slovak, Croatian & Polish	50,000	30

MORRISTOWN
WNAR, 500w, 1110kc

Italian	.....	30

OIL CITY
WKRZ, 250w, 1340kc

Polish	10,000	30

PHILADELPHIA
WDAS, 250w, 1400kc

Jewish, Irish, Spanish & Ukrainian	700,000	.....

WHAT, 250w, 1340kc

Italian	.....	960

WJMJ, 1kw-D, 1540kc

Italian, Polish, & Jewish	1,125,000	2,205

WTEL, 250w-D, 860kc

Polish	190,000	510
German	280,000	300
Lithuanian	25,000	90
Albanian	15,000	30
Greek	20,000	90
Ukrainian	18,000	60
Hungarian	20,000	30
Slovak	12,000	30

POTTSVILLE
WPAM, 250w, 1450kc

Polish	82,500	30

WPPA, 1kw-D, 500w-N, 1360kc

Polish	20%	60

ROCHESTER
WRYO, 250w-D, 1050kc

Italian, Croatian, Polish, Serbian, Greek & Czech	.....	480

RED LION
WGCB, 1kw-D, 1440kc

Dutch	25%	15

SUNBURY
WKOK, 250w, 1240kc

Dutch	20,000	60

UNIONTOWN
WMBS, 1kw, 590kc

Polish & Slovak	.....	60

WARREN
WNAE, 1kw-D, 1310kc

Swedish	5,000	30

Number of listeners is station estimate. For source write direct to station manager.

WILKES-BARRE
WBRE, 250w, 1340kc

Lang.	Listeners	Mins. Wkly.
	100,000	345

WILK, 5kw-D, 1kw-N, 980kc

Polish & Lithuanian	245,000	150

RHODE ISLAND

NEWPORT
WRJM, 1kw-D, 1540kc

Portuguese	.....	45

PAWTUCKET
WPAW, 500w-D, 1380kc

French	.....	420
Italian	.....	330
Polish	.....	120
Armenian	.....	30

PROVIDENCE
WRIB, 1kw, 1220kc

Italian & Portuguese	150,000	1,140

WESTERLY
WERI, 250w, 1230kc

Italian	42%	240

WOONSOCKET
WWON, 250w, 1240kc

French	50,000	480

SOUTH DAKOTA

HURON
KIJV, 250w, 1340kc

German	.....	30

TEXAS

ABILENE
KWKC, 250w, 1340kc

Spanish	2,500	30

ALICE
KBKI, 1kw, 1070kc

Spanish	166,624	1,050

ALPINE
KVLF, 250w, 1240kc

Spanish	15,000	540

AUSTIN
KTXN, 1kw-D, 1370kc

Spanish	67,700	3,600

KVET, 1kw, 1300kc

Spanish	73,415	200

BALLINGER
KRUN, 250w, 1400kc

Spanish	1,000	240

BAYTOWN
KREL, 1kw, 1360kc

Spanish	65,000	420

BEAUMONT
KRIC, 250w, 1450kc

French	15%	30

BEEVILLE
KIBL, 250w, 1490kc

Spanish	185,449	1,290

BIG SPRING
KTXC, 100w, 1400kc

Spanish	6,500	360

BRADY
KNEL, 250w, 1490kc

Spanish	15,000	60

BROWNFIELD
KTFY, 250w-D, 1050kc

Spanish	10,000	195

BROWNSVILLE
KBOR, 1kw, 1600kc

Spanish	320,000	1,800

KVAL, 250w, 1490kc

Spanish	.....	600

BROWNWOOD
KBWD, 1kw-D, 500w-N, 1380kc

Spanish	.....	75

BRYAN
KORA, 250w, 1240kc

Spanish	3%	1 each
Czech	8%	weekly

COLEMAN
KSTA, 250w-D, 1000kc

Spanish	69,000	90

COLORADO CITY
KVMC, 500w-D, 1320kc

Spanish	.....	90

CORPUS CHRISTI
KEYS, 1kw-D, 500w-N, 1140kc

Spanish	35%	525

KUNO, 100w, 1400kc

Spanish	50%	2,520

KWBU, 50kw-D, 1030kc

Spanish	1,000,000	1,050

CUERO
KCFH, 500w-D, 1600kc

Spanish	.....	360

DEL RIO
KDLK, 250w, 1230kc

Spanish	66%	135

EDINBURG
KURV, 250w-D, 710kc

Spanish	300,000	.....

(Continued on page 206)

NATIONAL ADVERTISERS —

Please Note

"the most efficient and economical medium of reaching the vast ITALIAN market of New York is station . . .

WHOM

. . . according to ADVERTEST RESEARCH which reached this conclusion after making an elaborate survey of listening habits in Italian homes.

ADVERTEST RESEARCH also found . . .

WHOM delivers Italian listeners for *as low as* 27c *per thousand for a* 15*-minute program; as low as* 8c *per thousand for a spot announcement.*

WHOM broadcasts 8 *of the first* 10 most popular Italian programs.

WHOM families listen an average of 4.2 *hours daily* to Italian radio programs. Families who listen to other Italian radio stations listen an average of 2.7 hours daily.

WHOM and Station A compete in Italian from 2:00 p.m. to 7:15 p.m. Monday through Saturday. *During this competitive period, WHOM delivers listeners at a* 28% *lower cost per thousand than Station A.*

(Well worth remembering, too!! The Italian group of metropolitan New York is populous enough to rank as the 6th largest city in the U.S.)

WHOM

AM-FM • *The Il Progresso Station*

136 W. 52 ST., NEW YORK 19 • CIrcle 6-3900

FOREIGN LANGUAGE

(Continued from page 205)

(Texas Contd.)

EL CAMPO
KULP, 500w-D, 1390kc

Lang.	Listeners	Mins. Wkly.
Spanish	33,203	360
Czech	86,214	225

EL PASO
KEPO, 5kw, 690kc

Spanish	175,000	145

KSET, 250w, 1340kc

Spanish	25,000	390

FLOYDADA
KFLD, 250w-D, 900kc

Spanish	.....	.....

FORT WORTH
KCNC, 250w-D, 870kc

Spanish	35,000	75

WCUL, 5kw-D, 1kw-N, 1540kc

Spanish	150,000	150

KWBC, 1kw-D, 970kc

Spanish	110,000	1,260

FREDERICKSBURG
KNAF, 250w, 1340kc

German	80%	5

GALVESTON
KGBC, 1kw-D, 250w-N, 1540kc

		Total
Czech	15,000	300
Spanish	100,000	

GONZALES
KCTI, 250w, 1450kc

Spanish	30%	420

Number of listeners is station estimate. For source write direct to station manager.

HARLINGEN
KGBS, 250w, 1240kc

Lang.	Listeners	Mins. Wkly.
Spanish	125,000	945

HEREFORD
KPAN, 250w-D, 860kc

Spanish	15,000	45

HILLSBORO
KHBR, 250w-D, 1560kc

Czech	15,000	345

KINGSVILLE
KINE, 1kw-D, 1330kc

Spanish	55%	720

LAMPASAS
KHIT, 250w, 1450kc

Spanish	2,500	30

LUBBOCK
KSEL, 1kw-D, 500w-N, 950kc

Spanish	30,000	360

McALLEN
KRIO, 1kw, 910kc

Spanish	169,231	780

McKINNEY
KMAE, 1kw-D, 1600kc

Spanish	2%	15

MIDLAND
KCRS, 5kw-D, 1kw-N, 550kc

Spanish	25,000	150

KJBC, 1kw-D, 1150kc

Spanish	10%	180

MONAHANS
KVKM, 250w, 1340kc

Spanish	18,000	270

NACOGDOCHES
KSFA, 1kw-D, 860kc

Spanish	6%	90

NEW BRAUNFELS
KGNB, 1kw-D, 1420kc

Lang.	Listeners	Mins. Wkly.
Spanish	500,000	360

PASADENA
KLVL, 1kw-D, 1480kc

Spanish	175,000	65% of day prog.

PECOS
KIUN, 250w, 1400kc

Spanish	20,000	360

ROSENBURG
KFRD, 1kw-D, 980kc

Czech	30%	420
Spanish	20%	630

SAN ANGELO
KTXL, 250w, 1340kc

Spanish	15,000	360

SAN ANTONIO
KCOR, 5kw-D, 1kw-N, 1350kc

Spanish	645,643	5,760

KEYL (TV) Chan. 5, 9kw-aur., 17.9kw-vis.

Spanish	250,000	30

KIWW, 250w-D, 1540kc

Spanish	250,000	4,800

SAN MARCOS
KCNY, 250w-D, 1470kc

Spanish	172,000	1,080

SEGUIN
KWED, 1kw-D, 1580kc

Spanish	284,900	510

SEYMOUR
KSEY, 100w, 1230kc

Spanish	1,500	30

STAMFORD
KDWT, 250w, 1400kc

Spanish	12,000	60

SWEETWATER
KXOX, 250w, 1240kc

Spanish	1,000	105

TAYLOR
KTAE, 1kw-D, 1260kc

Lang.	Listeners	Mins. Wkly.
Spanish	75,000	180

TEXAS CITY
KTLW, 1kw-D, 920kc

Spanish	200,000	720

UVALDE
KVOU, 250w, 1450kc

Spanish	65,000	540

VICTORIA
KVIC, 250w, 1340kc

Spanish	20,000	150

KNAL, 500w, 1410kc

Spanish	12,000	210

WACO
KWTX, 250w, 1230kc

Spanish	15,000	45

WACO, 1 kw, 1460 kc

Spanish	10%	60

WESLACO
KRGV, 5kw, 1290kc

Spanish	.....	135

VERMONT

RUTLAND
WHWB, 1kw-D, 1000kc

		Total
Polish	25%	120
Italian	28%	

VIRGINIA

ALEXANDRIA
WPIK, 1kw-D, 730kc

Greek	.....	90

ARLINGTON
WARL, 1kw-D, 780kc

Italian	.....	90
Jewish	.....	75

WEAM, 5kw, 1390kc

Italian	30,000	75

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Natl. Press Bldg., Washington 4, D. C.
MEtropolitan 1022

WASHINGTON

RENTON

KXRN, 250w-D, 1220kc

Lang.	Listeners	Mins. Wkly.
Italian	15,000	60

SEATTLE

KOL, 5kw, 1300kc

Italian	50,000	180

SUNNYSIDE

KREW, 250w-D, 1050kc

Spanish	8%	15

TACOMA

KMO, 5kw, 1360kc

Italian	.....	30

WEST VIRGINIA

FAIRMONT

WVVW, 250w, 1490kc

Italian	20,000	45

LOGAN

WLOG, 250w, 1230kc

Hungarian & Italian	.....	30

WEIRTON

WEIR, 1kw, 1430kc

Italian, Polish & Slovak	65%	135

WHEELING

WKWK, 250w, 1400kc

Polish	15,000	30

WISCONSIN

MEDFORD

WIGM, 250w, 1490kc

German	.....	75
Czechoslovak	.....	150

MERRILL

WLIN, 1kw-D, 730kc

Scandinavian, German & Polish	250,000	30

MILWAUKEE

WEMP, 250w, 1340kc

Slovenian, German, & Italian	.....	120

WFOX, 250w-D, 860kc

Polish	.....	420
Jewish	.....	60
Spanish	.....	30
German	.....	270
Slovak	.....	30
Greek	.....	30

WMIL, 1kw-D, 1290kc

Greek	60%	60
Polish		60
German		60
Hungarian		60

RACINE

WRJN, 250w, 1400kc

Polish	19,408	270

WAUSAU

WTCH, 1kw-D, 960kc

German	.....	105

STEVENS POINT

WSPT, 250w-D, 1010kc

Polish	.....	75

SUPERIOR

WDSM, 5kw, 710kc

Finnish	50%	105

Number of listeners is station estimate. For data write direct to station manager.

WYOMING

RAWLINGS

KRAL, 250w, 1240kc

Lang.	Listeners	Mins. Wkly.
Spanish	4,000	75

HAWAII

HONOLULU

KGMB, 5kw, 590kc

Lang.	Listeners	Mins. Wkly.
Japanese, Chinese & Filipino	278,002	750

KHON, 5kw, 1380kc

Japanese	60%	630
Filipino	15%	210

KPOA, 5kw, 630kc

Lang.	Listeners	Mins. Wkly.
Japanese	186,000	1,065
Filipino	61,000	525
Korean	7,000	30

LIHUE

KTOH, 250w, 1490kc

Japanese	11,500	420
Filipino	8,400	360

WAIPAHU

KAHU, 1kw, 920kc

Japanese, Chinese & Filipino	.....	2,340

KMVI, 1kw, 550kc

Japanese & Filipino	18,000	530

PUERTO RICO

CAGUAS

WVJP, 250w, 1110kc

Lang.	Listeners	Mins. Wkly.
Spanish	500,000	6,840
English	250,000	180

MAYAGUEZ

WORA, 1kw, 1150kc

English	.....	255

WTIL, 1kw, 1300kc

English	20,000	90

PONCE

WPAB, 5kw-D, 1kw-N, 550kc

English	.....	30

WPRP, 5kw, 910kc

English	5,000	150

SAN JUAN

WKAQ, 5kw, 620kc

Spanish	2,250,000	.....

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You have to reach and influence people to move goods. To move goods in volume at low cost, you must reach a lot of people. You must reach them frequently and at low cost.

But what Price People?

In WLW-Land, the market that is approximately 1/10th of America, WLW delivers people—a lot of people—at the lowest possible price.

The new presentation entitled "What Price People?" is a factual substantiation that WLW is your best buy to reach more people, more often, to move more merchandise —for less.

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